

<b>Module code</b>	<b>GSM401</b>	<b>Level</b>	4
<b>Module title</b>	<b>Sports Marketing, Branding &amp; Sponsorship</b>		
<b>Status</b>	Core		
<b>Teaching Period</b>	Spring		
<b>Courses on which the module is taught</b>	BA Business and Global Sports Management		
<b>Prerequisite modules</b>	NA		
<b>Notional learning hours</b>	200	<b>Credit value</b>	20
		<b>ECTS Credits</b>	10
<b>Field trips?</b>	Optional subject to industry events		
<b>Additional costs</b>	None		
<b>Content notes</b>	None		

## Module description

This module explores how effective marketing, branding and sponsorship activities contribute towards generating profit, awareness, participation, engagement, purpose, collaborations, and future career opportunities for athletes.

It will cover marketing, branding, sponsorship, advertising, endorsements, product placement, image rights, public relations, social media, digital assets, fan communities, streaming, content creation, replica kits, merchandising and franchising.

You'll apply the approaches and tools you learn about to a range of sports and scenarios and develop a commercial and tactical understanding of how sports organisations, leagues, clubs, teams, tournaments, events and athletes can increase their brand value locally and globally.

## Learning Outcomes

*Upon successful completion of this module, you will be able to:*

### **Decision-making (MLO4)**

investigate and contrast different ideas, informing your own decision making when undertaking a selection of promotional activities.

### **Digital Data and Tools (MLO6)**

use digital tools and data in the context of marketing, branding and sponsorship, and their sub-disciplines.

### **Discipline Knowledge (MLO7)**

explain theories, concepts, and facts relevant to marketing, branding and sponsorship in the context of sports.

## Learning and teaching methods, and reasonable adjustments

This module takes an active-learning approach which places you at the centre of your own learning journey. Each week, you will engage in a variety of activities that get you to research theories and

concepts of marketing, branding and sponsorships in the world of sports, acquire new information, share your ideas and perspectives, participate in discussions, collaborate with your peers, and reflect on your learning. Through this approach to learning, you'll develop new knowledge and skills and practice applying them to real-world workplace situations in the form of role-plays, case studies, simulations, workshops, and projects. These activities, along with formative assessments and feedback, will culminate in the summative assessment which will showcase how you have met the learning outcomes of the module.

<b>Learning hours</b>			<b>200</b>
<b>Directed learning</b>			<b>48</b>
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
48			
<b>Guided/Self-guided learning</b>			<b>152</b>

### Assessments and weighting, reasonable adjustment, and feedback methods

**Assessment component 1: Report;** 100% TMM; 2,500 words max

You will write a report detailing, analysing, and evaluating an existing commercial promotional campaign and digital channels used, from one of the following:

- Sports brand
- Non-sports brand associating themselves with sport
- Media channel/platform covering sport
- Sports organisation
- Sporting event
- Sports team
- Athlete

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment components	LO4	LO6	LO7
Individual Report	X	X	X

The above assessment is summative. Students will have the opportunity for formative assessment and feedback before the summative assessment.

### Indicative resources

You will be expected to read appropriate sections of the core textbook and a selection of articles. All essential reading will be available on our VLE - Blackboard. You will also have access to a range of additional supporting multimedia materials on Blackboard.

Ennis, S. (2020), *Sports Marketing – A Global Approach to Theory and Practice*, Palgrave Macmillan Cham.

Karg, A., Shilbury, D., Westerbeek, H., Funk, D.C., Naraine, M.L. (2022), *Strategic Sport Marketing*, 5<sup>th</sup> Edition, Routledge.

**Academic Journals**

International Journal of Sports Marketing and Sponsorship  
International Journal of Sport Management and Marketing  
Sport Marketing Quarterly  
The Sport Journal  
Sports Business Journal  
Harvard Business Review

**Trade Press**

Sports Pro  
Adweek  
The Drum  
Marketing Week  
Business Insider  
Forbes