

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	MSc Sport Management and Marketing (Level 7)
Name and title of any exit qualification(s)	PG Dip PG Cert
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	Birkbeck Business School
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (1 year) Part-time (2 years) October
Professional, statutory or regulatory body	N/A
<u>QAA subject benchmark group(s)</u> <u>Higher Education Credit Framework for</u> <u>England</u>	N/A
Birkbeck Course Code	TMSSMMRK_C
HECoS Code	100097
Start date of programme	October 2012
Date of programme approval	Summer 2012
Date of last programme amendment approval	September 2026
Valid for academic entry year	2026-27
Date of last revision to document	17/09/26

Admissions requirements

Normally at least a second-class honours degree in any subject area from a UK university or a non-UK equivalent. A professional or other qualification obtained by written examinations approved by the College.

Relevant experience, supporting statements and references may be taken into consideration, especially in the case of non-standard applications.

If English is not your first language or you have not previously studied in English, our usual requirement is the equivalent of an International English Language Testing System (IELTS Academic Test) score of 6.5, with not less than 6.0 in each of the sub-tests.

Course aims

The rationale underpinning the sport management and marketing programme is that it provides students with a thorough education in the economic, management, and marketing of the sport sector. The programme responds to the increasing demand for postgraduate sport management and marketing programmes, whilst also continuing to be supported by high quality research undertaken by the academic members of staff in the Birkbeck Sport Business Centre.

The aim of this programme is to provide students with a critical research-based understanding of key issues including the economics of sports leagues, the role of the regulatory authorities, the impact of the media industry and the effects of increased commercialisation on sport. The various modules on the sport management programmes consider how these issues have impacted on the management, marketing, and governance of sport.

Course structure

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – 1 year					
7	BUMN001H7	Sport Economics and the Design of Competitions	15	Compulsory	T1
7	BUMN059H7	Sport and Society	15	Compulsory	T1
7	MOMN035H7	Sport Marketing	15	Compulsory	T1
7	BUMN180H7	Marketing Analytics	15	Compulsory	T2
7	BUMN047H7	Relationship Marketing	15	Compulsory	T2
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	T2
7	BUMN002H7	Sport Governance	15	Compulsory	T3
7	BUMN017H7	Advertising and Promotion	15	Compulsory	T3
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory	
7	BUMN061D7	MSc Dissertation	60	Core	
Part-time - 2 years					
Year 1					
7	BUMN001H7	Sport Economics and the Design of Competitions	15	Compulsory	T1
7	MOMN035H7	Sport Marketing	15	Compulsory	T1
7	BUMN180H7	Marketing Analytics	15	Compulsory	T2
7	BUMN047H7	Relationship Marketing	15	Compulsory	T2
7	BUMN002H7	Sport Governance	15	Compulsory	T3

Year 2					
7	BUMN059H7	Sport and Society	15	Compulsory	T1
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	T2
7	BUMN017H7	Advertising and Promotion	15	Compulsory	T3
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory	
7	BUMN061D7	MSc Dissertation	60	Core	

Core: Module must be taken and passed by student

Compulsory: Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)

Option: Student can choose to take this module

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Teaching on this course is a combination of lectures (pre-recorded) and seminars. Lectures are designed to provide you with an outline or overview of the topic, to engage you with the material and direct you to other resources. They are a springboard for your own learning. Seminars are group sessions where you will be asked to contribute to discussion or group work around the topic, with material set in advance for which you need to prepare.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. For most of the modules associated with this course, your assessment will be through the following types of assessment.

Short written exercises, essays which will develop in length and expected complexity as you progress through your studies, quizzes and multiple-choice questionnaires, practical assessments (of your work in a lab/studio), case studies, problems to solve.

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

At the end of this course, you should be able to:

Subject Specific:

1. Understand the 'peculiar economics' of the sport industry
2. Explain the need for sports organisations to take a marketing approach
3. Discuss theoretical issues in management and marketing and how they relate to practical and policy implications in sport
4. Demonstrate knowledge and understanding of how the sport industry operates.

Intellectual:

5. Solve management problems in sport by linking theory and practice
6. Demonstrate critical awareness
7. Critically analyse and interpret academic texts and policy documents
8. Acquire the necessary learning and research skills, and competencies that are viewed as transferable and career enhancing

Practical:

9. Demonstrate the ability to write an essay drawing on a range of sources
10. Demonstrate library and archive skills including the ability to conduct relevant literature searches using electronic databases
11. Join in and contribute to group discussions

Personal and Social:

12. Work productively as part of a small group
13. Improve your presentation skills
14. Self-motivation and time management

Careers and further study

You will find MSc Sport Management and Marketing graduates in the following kinds of roles: Sport Marketer; Sport administrator; Sport analyst; Football club employee; Sport association employee; and other similar roles.

Birkbeck offers a range of careers support to its students. You can find out more on [the careers pages of our website](#).

Academic regulations and course management

Birkbeck's academic regulations are contained in its [Common Award Scheme Regulations](#) and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

[Please check our website for more information about student support services](#). This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is [available online](#).

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