Programme Specification

1. Awarding body
   University of London

2. Teaching Institution
   Birkbeck College

3. Programme Title(s)
   MSc Sport Management and Marketing

4. Programme Code(s)
   TMSSMMRK_C

5. UCAS code (if applicable)
   N/A

6. Home Department
   Management

7. Exit Award(s)
   PG Diploma/PG Certificate

8. Duration of Study (number of years)
   1 year full-time; 2 years part-time

9. Mode of Study
   FT X PT X DL

10. Level of Award (FHEQ)
    Level: 7

11. Other teaching depts or institution (or not applicable)
    N/A

12. Professional, Statutory Regulatory Body(PSRB) details (or not applicable)
    (include URL to PSRB)
    N/A

13. QAA Benchmark Group (or not applicable)
    N/A

14. Programme Rationale & 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 sports 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 Research Centre.

   **Aims**

   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.

15. Entry Criteria

   - Normally at least a second class honours degree in any subject area from a UK university or a non UK equivalent; other qualifications will be considered.
   - Non-native English speakers need to provide proof of English language ability (equivalent to IELTS 6.5 with at least 6.0 in all sub-parts).
   - 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.
International students who complete the Sport Management pathway on the International Foundation Programme for Postgraduate study (Grad Diploma) by passing all four modules (Academic English Skills for Postgraduate Study; Approaches to Postgraduate study; Professional Communication Skills; Approaches to Business and Management), including passing Approaches to Business and Management with 60% are given automatic progression to this programme.

### Learning Outcomes

**On successful completion of these programmes a student will be expected to 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 their presentation skills
14. Self-motivation and time management

### Learning, teaching and assessment methods

The teaching and learning strategy will allow the needs of mature students that undertake either full-time or part-time study, as well as highly motivated younger students without work experience, to gain up-to-date knowledge which enhances their career prospects. The planning of the programme of study has taken into account the need for evening lectures and seminars to be adequately scheduled; an acceptable workload and its distribution throughout the terms; and the need for accurate information which is in the form of details in the postgraduate handbook, which acts as a guide and which supports independent learning.

The eight taught modules that make up the MSc Sport Management and Marketing are taught over a nine-week period. They comprise three-hour weekly sessions comprising face-to-face lectures and a seminar activity. The learning outcomes for each module and lecture are demonstrable and
functional so that students will understand what is expected of them and focus their learning activity. Transparent learning outcomes will also help the tutor to align teaching and assessment with these learning outcomes. The face-to-face lectures provide an overview of the relevant issues, supported by the seminars which involve group work and student presentations, and provide the opportunity for interaction and discussion to encourage deeper learning and a more in-depth exploration of the problems and issues.

18 Programme Description

This programme is designed to give students the skills and expertise they need to compete in the sport industry and related businesses and organisations, by providing specialist teaching about the principles and practice of sport management and marketing. It will help students to develop a deeper understanding of management, marketing, governance and regulatory issues within the business of sport. The programme is ideally suited to the needs of marketing executives within football clubs and media organisations, officers of football and sport regulatory bodies, as well as people with a general interest in the sport, football and media industries.

19 Programme Structure

Full Time programme

Year 1

<table>
<thead>
<tr>
<th>Level</th>
<th>Module Code</th>
<th>Module Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>7</td>
<td>MOMN011H7</td>
<td>Research Methods in Management (Postgraduate)</td>
<td>15</td>
<td>Compulsory</td>
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<tr>
<td>7</td>
<td>BUMN085H7</td>
<td>Principles of Marketing</td>
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<td>BUMN017H7</td>
<td>Marketing Communications</td>
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<td>Sport Marketing</td>
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<tr>
<td>7</td>
<td>BUMN001H7</td>
<td>Sport Economics and the Design of Competitions</td>
<td>15</td>
<td>Compulsory</td>
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<tr>
<td>7</td>
<td>BUMN002H7</td>
<td>Sport Governance</td>
<td>15</td>
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<td>7</td>
<td>MOMN081H7</td>
<td>Sport Event Management</td>
<td>15</td>
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<tr>
<td>7</td>
<td>BUMN061D7</td>
<td>MSc Dissertation</td>
<td>60</td>
<td>Core</td>
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Optional modules, One x 15 credit option from this range of approved modules:

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<td>Sport Labour Markets</td>
<td>15</td>
<td>Optional</td>
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<tr>
<td>7</td>
<td>MOMN080H7</td>
<td>International Sport Law</td>
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Year 2

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<td>Regulations</td>
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| • **Admissions**  
This programme adheres to the College Admissions Policy:  
| • **Credit Transfer**  
Accredited Prior Learning will be considered in line with the College Policy on Accredited Prior Learning  
| • **Programme Regulations**  
This programme adheres to the College Common Awards Scheme  
http://www.bbk.ac.uk/registry/policies/regulations |
| • **Programme Specific Regulations (or not applicable)**  
N/A |

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<tr>
<th>Student Attendance Framework – in brief</th>
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| The full version of the ‘Student Attendance Framework’ is available  
http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf |
| **Principle**  
Consistent and regular student attendance in class (or equivalent) promotes and affords student success. Inconsistent and irregular attendance is less likely to result in student success and is consistent with lower marks and degree classifications being achieved and awarded. |
| **Attendance expectation**  
Birkbeck, University of London expects you to consistently attend all timetabled sessions, including lectures, seminars, group and individual tutorials, learning support sessions, workshops, laboratories, field trips, inductions and demonstrations. |
| **E-Registers**  
All Birkbeck students are issued with student cards. Students are expected to take them to classes and to assessment venues and to present them to a member of staff if requested. This is for the purpose of identifying Birkbeck students. |

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<th>Student Support and Guidance</th>
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| All Birkbeck students have access to a range of student support services, details can be found on our website here:  
http://www.bbk.ac.uk/mybirkbeck/services/facilities |

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<th>Methods of Enhancing Quality and Standards</th>
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| The College has rigorous procedures in place for the monitoring and enhancing its educational provision. This includes regular monitoring of programmes drawing on feedback from various sources including external examiner's reports, student feedback, student achievement and progression data. In addition, departments are reviewed every four to five years through the internal review process that includes external input.  
For more information please see the Academic Standards and Quality website  
http://www.bbk.ac.uk/registry/about-us/operations-and-quality |
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<thead>
<tr>
<th></th>
<th>Programme Director</th>
<th>Sean Hamil</th>
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<tbody>
<tr>
<td>25</td>
<td><strong>Start Date (term/year)</strong></td>
<td>September 2012</td>
</tr>
<tr>
<td>26</td>
<td>Date approved by TQEC</td>
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<tr>
<td>27</td>
<td>Date approved by Academic Board</td>
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<td>28</td>
<td>Date(s) updated/amended</td>
<td>October 2018</td>
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