

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	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)	7					
11	Other teaching depts or institution	N/A					
12	Professional, Statutory Regulatory Body(PSRB) details	N/A					
13	QAA Benchmark Group	N/A					

14	Programme Rationale & Aims
	<p>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.</p> <p>Aims:</p> <p>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.</p>

15	Entry Criteria
	<ul style="list-style-type: none"> • 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.

	<ul style="list-style-type: none"> Relevant experience, supporting statements and references may be taken into consideration especially in the case of non-standard applications. <p>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.</p>
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16	Learning Outcomes
	<p><i>On successful completion of these programmes a student will be expected to be able to:</i></p> <p>Subject Specific:</p> <ol style="list-style-type: none"> Understand the 'peculiar economics' of the sport industry Explain the need for sports organisations to take a marketing approach Discuss theoretical issues in management and marketing and how they relate to practical and policy implications in sport Demonstrate knowledge and understanding of how the sport industry operates. <p>Intellectual:</p> <ol style="list-style-type: none"> Solve management problems in sport by linking theory and practice Demonstrate critical awareness Critically analyse and interpret academic texts and policy documents Acquire the necessary learning and research skills, and competencies that are viewed as transferable and career enhancing <p>Practical:</p> <ol style="list-style-type: none"> Demonstrate the ability to write an essay drawing on a range of sources Demonstrate library and archive skills including the ability to conduct relevant literature searches using electronic databases Join in and contribute to group discussions <p>Personal and Social:</p> <ol style="list-style-type: none"> Work productively as part of a small group Improve their presentation skills Self-motivation and time management

17	Learning, teaching and assessment methods
	<p>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</p>

	<p>form of details in the postgraduate handbook, which acts as a guide and which supports independent learning.</p> <p>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.</p>
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18	Programme Description
	<p>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.</p>

19	Programme Structure			
Full-Time programme – 1 year				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory
7	BUMN085H7	Principles of Marketing	15	Compulsory
7	BUMN017H7	Marketing Communications	15	Compulsory
7	MOMN035H7	Sport Marketing	15	Compulsory
7	BUMN001H7	Sport Economics and the Design of Competitions	15	Compulsory
7	BUMN002H7	Sport Governance	15	Compulsory
7	MOMN081H7	Sport Event Management	15	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core
Optional modules, One x 15 credit option from this range of approved modules:				
7	BUMN110H7	Sport Labour Markets	15	Optional
7	MOMN080H7	International Sport Law	15	Optional

Part-Time programme – 2 years				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	BUMN017H7	Marketing Communications	15	Compulsory
7	BUMN085H7	Principles of Marketing	15	Compulsory
7	BUMN002H7	Sport Governance	15	Compulsory
7	MOMN035H7	Sport Marketing	15	Compulsory
7	MOMN081H7	Sport Event Management	15	Compulsory
Year 2				
Level	Module Code	Module Title	Credits	Status*
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory
7	BUMN001H7	Sport Economics	15	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core
Optional modules, One x 15 credit option from this range of approved modules:				
7	BUMN110H7	Sport Labour Markets	15	Optional
7	MOMN080H7	International Sport Law	15	Optional

Status*

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

20	Regulations
	<ul style="list-style-type: none"> • Admissions This programme adheres to the College Admissions Policy: http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf • Credit Transfer Accredited Prior Learning will be considered in line with the College Policy on Accredited Prior Learning http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf • 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

21	Student Attendance Framework – in brief
	<p>The full version of the ‘Student Attendance Framework’ is available http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf .</p> <p>Principle</p> <p>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</p>

	<p>success and is consistent with lower marks and degree classifications being achieved and awarded.</p> <p>Attendance expectation</p> <p>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.</p> <p>E-Registers</p> <p>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.</p>
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22	Student Support and Guidance
	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

23	Methods of Enhancing Quality and Standards
	<p>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.</p> <p>For more information please see the Academic Standards and Quality website http://www.bbk.ac.uk/registry/about-us/operations-and-quality</p>

24	Programme Director	Sean Hamil
25	Start Date (<i>term/year</i>)	September 2012
26	Date approved by TQEC	Spring 2012
27	Date approved by Academic Board	Summer 2012
28	Date(s) updated/amended	October 2018