

Programme Specification

1	Awarding body	University of London				
2	Teaching Institution	Birkbeck College				
3	Programme Title(s)	MSc Sport Marketing				
4	Programme Code(s)	TMSSPRMK_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	Chartered Institute of Marketing (CIM) (see details below)				
13	QAA Benchmark Group	N/A				

14	Programme Rationale & Aims
	<p>The aim of the MSc Sport Marketing is to introduce students to the role and function of marketing within the context of the sport industry. It provides a comprehensive introduction to a range of generic marketing subjects and looks at how the principles and processes of marketing apply to the sports industry. The sport marketing programme of study links theory and practice, and will be of benefit to those individuals that either have already acquired an appreciation of marketing and wish to develop further insights into the subject; to develop their understanding of marketing within the sport industry; and to use the knowledge gained to embark on a marketing or marketing related career within the sport industry. Students address a number of relevant issues such as how marketing's role can be applied to sport and sport organizations with special emphasis on service marketing's '7 Ps' for example, and understanding how sponsorship strategies represent suitable options for marketing communication plans. Students will be introduced to sport and consumer buyer behaviour, managing brands, and developing communications strategies. The dissertation allows students to do an extended piece of research applying theories and concepts within marketing to the sport industry. Students will find the programme of study up-to-date, intellectually inspiring and relevant. Critical thinking and problem focused decision-making will be key components of the programme of study.</p>

15	Entry Criteria
	<p>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.</p> <p>Relevant experience, supporting statements and references may be taken into consideration, especially in the case of non-standard applications.</p>

	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.
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16	<p>Learning Outcomes</p> <p>On successful completion of the programme, students will be able to:</p> <p>Subject Specific:</p> <ol style="list-style-type: none"> 1. Appreciate that sport marketing follows basic marketing principles but with an emphasis on service marketing's '7Ps'. 2. Evaluate the processes and requirements underpinning marketing decision-making within organizations in general, and more specifically sport organizations. 3. Describe the purpose of sport market research and identify different groups of sport fans. 4. Understand how sponsorship strategies represent suitable options for marketing communication plans in sport. 5. Demonstrate a critical understanding and appreciation of Strategic Sport Marketing issues and how Marketers define and solve problems. <p>Intellectual:</p> <ol style="list-style-type: none"> 6. Solve complex Sport Marketing problems by linking theory and practice. 7. Critically assess the Marketing body of knowledge and its application to sport. 8. Interpret and place in context Sport Marketing related research. 9. Apply Marketing tools and techniques in a logical manner to sport and sport organizations. 10. 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"> 11. Demonstrate library and citation skills including the ability to conduct relevant literature searches using electronic databases. 12. Compile and analyse data 13. Write a marketing report. 14. Demonstrate an appropriate level of analytical/numerical and IT skills. 15. Write an extended dissertation in the area of sports marketing. <p>Personal and Social</p> <ol style="list-style-type: none"> 16. Demonstrate oral and written presentation and communication skills 17. Ability to work in teams and independently 18. Confidence to lead others and implement decisions
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17	<p>Learning, teaching and assessment methods</p> <p>The teaching and learning strategy on the MSc Sport Marketing allows 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</p>
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	<p>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.</p> <p>The eight taught modules that make up the MSc Sport 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> <p>The assessment for each module will vary and includes a mix of coursework, exams, marketing reports, group presentations, and a dissertation. All forms of assessment require students to think logically and to adopt an analytical approach to answering the question. It can be argued that the assessment is balanced and all timetabling takes into account the fact that those students with specific needs, have their needs taken into account and they are not disadvantaged in any way. The pass mark is 50% for the combined course work and unseen, formal examination. Each student is allowed one re-sit.</p>
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18	Programme Description
	<p>The MSc Sport Marketing programme has eight taught modules and a 12,000 word dissertation. The programme is aimed at those who wish to develop their understanding of marketing, and how it applies to the sport industry. It provides a comprehensive introduction to a range of generic marketing subjects and looks at how the principles and processes of marketing apply to the sport industry. The programme is ideally suited to the needs of 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	BUMN017H7	Advertising and Promotion	15	Compulsory
7	BUMN007H7	Consumer Behaviour	15	Compulsory
7	BUMN081H7	Digital and Social Media Marketing	15	Compulsory
7	BUMN064H7	Marketing Research (Postgraduate)	15	Compulsory
7	BUMN001H7	Sport Economics and the Design of Competitions	15	Compulsory
7	MOMN081H7	Sport Event Management	15	Compulsory
7	MOMN035H7	Sport Marketing	15	Compulsory
7		Option module from closed list (see below)	15	Optional
7	BUMN061D7	MSc Dissertation	60	Core

Year of entry: 2021/22

Part-Time programme – 2 years				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	BUMN017H7	Advertising and Promotion	15	Compulsory
7	BUMN081H7	Digital and Social Media Marketing	15	Compulsory
7	BUMN001H7	Sport Economics and the Design of Competitions	15	Compulsory
7	MOMN035H7	Sport Marketing	15	Compulsory
7		Option module from closed list (see below)	15	Optional
Year 2				
Level	Module Code	Module Title	Credits	Status*
7	BUMN007H7	Consumer Behaviour	15	Compulsory
7	BUMN064H7	Marketing Research (Postgraduate)	15	Compulsory
7	MOMN081H7	Sport Event Management	15	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core
Option modules (closed list)				
Level	Module Code	Module Title	Credits	Status*
7	BUMN055H7	Public Relations	15	Optional
7	BUMN047H7	Relationship Marketing	15	Optional
7	BUMN002H7	Sport Governance	15	Optional

Status*

– 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

19	Additional Programme Information
	<p>PSRB details: The programme is accredited by the Chartered Institute of Marketing (CIM). The accreditation gives students the opportunity to gain CIM professional marketing qualifications through their Graduate Gateway Accreditation (GGA) scheme. The programme provides exemption from the CIM Marketing and Digital Strategy module of the CIM Diploma in Professional Marketing.</p>

24	Programme Director	Sean Hamil
25	Start Date (<i>term/year</i>)	Autumn 2010
26	Date approved by TQEC	Spring 2010
27	Date approved by Academic Board	Summer 2010
28	Date(s) updated/amended	January 2021