

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	<u>QAA Benchmark Group</u>	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.
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16	<p>Learning Outcomes</p> <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"> 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. <p>Intellectual</p> <ol style="list-style-type: none"> 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 <p>Practical</p> <ol style="list-style-type: none"> 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 <p>Personal and Social</p> <ol style="list-style-type: none"> 12. Work productively as part of a small group 13. Improve their presentation skills 14. Self-motivation and time management
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17	<p>Learning, teaching and assessment methods</p> <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 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</p>
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	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.
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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 – 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	Advertising and Promotion	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	BUMN001H7	Sport Economics and the Design of Competitions	15	Compulsory
7	BUMN017H7	Advertising and Promotion	15	Compulsory
7	BUMN085H7	Principles of Marketing	15	Compulsory
7	BUMN002H7	Sport Governance	15	Compulsory
7	MOMN081H7	Sport Event Management	15	Compulsory

Year of entry: 2022/23



Year 2				
7	MOMN035H7	Sport Marketing	15	Compulsory
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory
7	BUMN184Z7	PG Dissertation Preparation	0	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	Programme Director	Sean Hamil
²¹	Start Date (<i>term/year</i>)	September 2012
²²	Date approved by TQEC	Spring 2012
²³	Date approved by Academic Board	Summer 2012
²⁴	Date(s) updated/amended	August 2022 (for 2022/23)