

Preparatory Course in Sports Studies and Marketing

The Preparatory Course comprises the following modules:

INTRODUCTION TO MARKETING

This module provides a basic understanding on how the use of the marketing approach and the marketing mix may reach customer and sustain competitive advantage in a range of situations and organisations. It provides the foundation for more advanced modules in marketing management by covering a wide range of topics including the marketing environment, social responsibility, consumer behaviour, the marketing process and strategic marketing.

SPORTS STUDIES

This module provides an introduction to a range of foundational concepts and issues in sports that underpin related streams in advanced sports studies. It is organised under two themes: the socio-cultural study of sports and sports management. The first theme relates to the principles, methods and rationales of the sociological approach to sports studies. The second theme relates to the principles and practice of business in sports management.