

Module Outline – Bachelor of Arts (Honours) Sport and Marketing

Year 1 Modules

Fundamentals of Sustainability in Management (20 Credits)

Sustainability is a central and substantive part of the operating environment of all organisations. This module will help you to investigate the foundational concepts, theories, language and tools necessary to understand and enact sustainability within the management of all types of organisations. This module will help you to investigate the foundational concepts, theories, language and tools necessary to understand and enact sustainability within the management of all types of organisations. The module focuses on how sustainability (composed of social, environmental and economic) issues shape the way managers make decisions and act within organisations. We will seek to answer three questions: one, what is the state of the world (e.g. climate change, the Anthropocene, planetary boundaries); two, why do we care (e.g. business case for sustainability, legal requirements); three, what can we do about it (e.g. environmental management systems, systems thinking). The module concludes with key tools used by managers to manage sustainability issues.

Fundamentals of Marketing (20 Credits)

Fundamentals of Marketing aims to give students an understanding of the foundations of Marketing, and illustrate how a Marketing approach can be implemented and managed in a range of situations and organisations. On completion of this module, student will be able to:

- Describe what it means for a company to be market-led;
- Apply a customer focus in a range of situations;
- Describe the nature, content and application of marketing ideas and concepts;
- Outline the marketing management process and describe a range of techniques used to implement marketing strategies;
- Demonstrate the importance of marketing ideas and techniques in a range of organisations.

Responsible Marketing and Consumer Wellbeing (20 Credits)

This module provides a background theoretical knowledge of Corporate Social Responsibility, and an understanding of organisations taking social responsibility to improve the well-being of consumers, the environment and society. The module covers a large variety of social issues under the umbrella term Responsible Marketing. It has a strong focus on sustainability, whilst also incorporating other social issues such as food waste, the ageing population, discrimination, and poor sanitation. Learning materials are about different social issues and how organisations/brands respond to these social issues to improve their Corporate Social Responsibility. The module covers concepts from marketing, such as sustainable marketing, the customer journey, consumer vulnerability, transformative consumer/services research, and macro- and micro-environment, to provide the tools to critically analyse the social responsibility of organisations/brands. By the end of the module, students will be able to:

- Demonstrate knowledge and awareness of social issues that create challenges for people, organisations, and marketing

- Select and apply an array of conceptual frameworks and marketing tools to critically evaluate marketing strategies designed to address social issues
- Demonstrate a capability to construct arguments designed to influence stakeholders using evidence-based solutions to address societal issues

Retail Futures: Consumers, Spaces and Places (20 Credits)

Retailing is fundamental to our everyday lives. We all interact with retailers as we all shop - whether in fixed stores or on-line. It is through retailers or retail activities that the majority of products and services are made available to consumers and how consumers purchase and experience these products and services.

An understanding of retailing and how retailers use the marketing approach to encourage customers to visit their (fixed or online) stores, to make purchases in these stores, and to return again is therefore crucial.

As a sector that deals directly with customers on a daily (and hourly) basis, retailers need to keep on top of changes in consumer values and behaviours, whether this is an expectation to be able to shop when and where they want, to see sustainability agendas being met or a desire for the best price and 'value' in their purchases. Retailers have to be aware of these changes, and be nimble in their activities and responses.

Retailing is also a global business. Although consumers may not realise it, many of the retailers that they shop at are international operators and most retailers source products and borrow ideas and innovations from non-domestic markets. An awareness of the global retail market is therefore also important.

In this module, students will investigate three themes

- the role and nature of retailing and the emerging trends and issues facing the sector
- recent and future changes in customers and consumer expectations, retail spaces and places, and retail brands
- the international dimension of retailing and its impact on economies, businesses and consumers

Students will be provided with an understanding of the role of marketing in retailing and how retailing applies marketing concepts and develop an awareness of the effect of recent changes in retailing on the wider practice of consumer marketing.

The Organisation of Business (20 Credits)

There has been a worldwide expansion of organisation since the industrial era. It is almost impossible now to do anything without relying on, or at least interacting with, an organisation. Try to think about how many different organisations have entered your day-to-day activities just today and how many of them were necessary for you to get something done. This makes the study of organisation more important than ever. In this module, students will be looking into the world of organisations, scrutinising it with questions that matter for the people who inhabit

organisations as well as those who are affected by the consequences of their activities. What are the different ways by which business can be organised and is business the only, or best, way to organise? From the early days of the railroads to the recent rise of new technologies of automation, students will be challenging the mistaken assumption that everything organisational is ultimately about profit. The Organisation of Business therefore provides you with a starting point for making informed and responsible judgements when managing people and technologies in contemporary work organisations.

Understanding Global Sport (20 Credits)

The module aims to provide a sound base of knowledge and understanding in basic scientific concepts, sociology and management to underpin advanced study in the related streams of the Sports Studies, and Sport and Exercise Science programmes.

Students on this module will develop a basic understanding of three central knowledge streams that feature within the sports studies benchmark. This module will provide students with an understanding of human physiology, nutrition and sports science so that they are well equipped to understand the principles of health-related exercise. It will also allow students to explore the key social theories within sport that impact on opportunity, participation and performance. Students will also develop their knowledge in areas of sports finance and business that impact on sports management in the public and private sector. On completion of this module students will be able to:

- Understand the key social theories and concepts utilized in the study of sport
- Understand the importance of finance and business in contemporary sport
- Understand basic concepts in sport nutrition and sport physiology
- Apply theories and concepts to the analysis of contemporary sports practice.

Year 2 and 3 modules

Applied Marketing Strategy (20 Credits)

Developing a marketing strategy is vital for all organisations as it ensures that the products and services that it offers to its customers remain relevant. This module identifies what decisions are necessary in the creation of a marketing strategy and how one may judge the success of any initiative. Marketing strategy, however, does not happen in vacuum. You will therefore explore the wider relationship between business and marketing strategy and understand why it is so important that they both align.

This module is not just about learning theories; you will examine the marketing activities of individual companies and discern best (and worst practice). As customers' preferences change, competitors evolve, and markets develop strategies need to be dynamic and constantly evolving. You will look at how the most successful organisations have, over time, managed to maintain a clear and distinctive market position.

Content Marketing and Digital Strategy (20 Credits)

This module reflects on the growing role and impact of digital marketing in contemporary marketing theory, business practice and consumer culture. In so doing, it first examines critically the growth of digital and social media as recorded in academic literature, in marketing practice and in the media.

It will then introduce an alternative digital marketing approach that truly engages consumers on an emotional level in genuine co-creation activities rather than the obligatory “clicks”, “likes” and “post sharing”, which students can consider for application in their future career.

Students are also required to complete an online certification course in order to gain a better understanding of the mechanics involved in translating marketing concepts into actions. By the end of the module, students will be able to:

- Demonstrate critical and practical appreciation of contemporary digital marketing and digital consumer concepts, theories and activities in changing business and societal context;
- Conduct independent research and analysis of business practice to identify and develop solutions to digital marketing problems, and communicate the results clearly and concisely in a professional-style report;
- Demonstrate creativity, ability to apply problem-solving and project management skills, and use digital technology to plan and design digital marketing content for a variety of consumer contexts.

E-commerce, Marketing and the Supply Chain (20 Credits)

Before the purchase and the consumption of products, those have to become available to customers. This is part of the 4th stage in the Marketing Value cycle framework, the delivering value stage. A chain of organisations has to be organised and a number of logistics elements have to be managed in order to make this happen. Think about the clothes you are wearing or the

food and drink products you consume. How do they become available? What has to happen to enable you to purchase or consume them? In any organisation, there is some form of supply chain to be managed. In many organisations, such activities are an integral part of their positioning –of course we can deliver in one hour. Many consumers make buying decisions purely based on such activities- I will buy from the retailer that can offer next day delivery while I'm shopping online late at night! On the other hand, if organisations are underperforming in such activities there is significant damage to the brand.

Product and promotional design has to accommodate the realities that product eventually has to be moved –to the right place, at the right time, at the right quality and the right price. However, the growth of e-commerce has increased the complexity of the managing the supply chain in the digital age. For example, the need to move smaller orders of products more frequently have changed the operational demands of the modern supply chains. In addition, there is an explosion of consumers' expectations regarding the speed of service and the final destination where the products have to be delivered. Product returns have increased retailers' distribution costs but nevertheless offer great customer service which provides loyalty and protect sales.

In every organisation supply chain management interacts with marketing in such a way that marketing sets the consumer value and the supply chain delivers it. It is obvious that the continued expansion of the on-line retailing has created complexities for firms. Managing this complexity while aiming to deliver the value to the consumer may perplex some of those whilst become a competitive advantage for others. Firms like Zara, Tesco and Amazon achieved significant and sustainable competitive advantage by exceling in the coordination, alignment and optimization of the marketing and supply chain management activities. This module focuses on the delivering value processes which are integral to the Marketing value cycle and highlights the role of Marketers in solving the difficult equation of "matching" demand and supply in organisations. On successful completion of the module, students should be able to:

- Demonstrate a critical knowledge of the processes in the distribution of goods and services from both academic and practitioner perspectives.
- Analyse critically how environmental forces influence the global supply chain management system in the digital age.
- Identify key supply chain challenges in a particular industry and make recommendations that help to improve the supply chain management system for companies operating in this industry.

Managing the Business of Sport (20 Credits)

This module introduces students to the concepts and practices involved in sport management. It aims to provide students with a grounding and understanding of the management of organizations within the sport business sector. The first theme of the module focuses on key concepts in the sport business. Central to the theme are the questions what is sport management and why is management different in the sport industry. The second theme presents a strategic perspective to the management of sports organizations. The third theme illustrates management tools, concepts for the operational management of sports organizations.

Sport Governance (20 Credits)

This module provides students with an understanding of the role and importance of governance in sport and in sport organisations. The module will cover three broad themes: Governance in voluntary organisations, Governance and governing bodies in sport, and Corporate governance and sport. Students will be able to critically assess ways in which sport/sport organisations is/are governed and discuss different concepts of governance and explain their relevance to management of sport/sport organisations. It will also include reflecting theories that underpin governance and; to identify and apply criteria for the evaluation of good governance and related ethical practices in sport management contexts as well as the knowledge in sport governance failures.

Sport Marketing (20 Credits)

This module investigates the application of modern marketing techniques to sport. The objectives of this module are to develop the capabilities of students to extend knowledge of marketing approaches and applications into a lesser known sector – sport and to utilize marketing concepts in understanding business approaches to sport marketing.

Sports Policy (20 Credits)

This module will introduce students to the concepts and practices involved in sports policy. It covers a diverse and broad range of issues that underpin and explain how sport is organised and run. Central to these issues are questions around who makes policy, why and to what effect. The first theme of the module includes key concepts and ideas, and provides some examples of policy making.

The second theme presents a sample of contemporary issues which demonstrate how different approaches and the complexity of working within the multi-organisational sports environment can lead to problems, conflict and a failure to deliver policy aspirations. It will examine the different sectors that provide sport and what they are aiming to achieve. With the emphasis on critical discussion and analysis throughout the module, students will be equipped with the details and processes involved in sports policy.

The Business of eSports (20 Credits)

This module will focus on the business of eSports, teaching students the theoretical principles of eSports and the practicalities of hosting and promoting events, creating businesses and building online communities. A broad view of eSports will be developed. It will encompass all forms of eSports stakeholders (participants and viewers) and take a multi-disciplinary approach to the topic. Issues of consumption and loyalty will be debated. The eSports setting (real and virtual ecosystems) will be considered. Branding and sponsorship in eSports will be discussed, including advertising, media rights and content licenses. The nature of event planning and digital stadia environments will also be a focus. The intention is to draw on eSports events across the globe, with particular focus on the UK. Whilst professional eSports will be core to the module, local eSports needs and community and participation dimensions will not be ignored. This module finally investigates the application of modern management and marketing techniques to eSports.

Understanding Consumers (20 Credits)

The aim of this module is to provide students with the opportunity to develop a theoretical understanding of consumer behaviour in conjunction with the skills to apply this knowledge to practical marketing situations. The module also aims to develop your critical reading and writing skills. By the end of this module students will be able to:

- Appreciate the central role of consumer behaviour theory in marketing;
- Understand the antecedents of consumer behaviour in an individual and social context;
- Recognise the role of social and cultural influences upon consumer behaviour.

Dissertation: My Signature Research Project (60 Credits)

This is a dissertation and dissertation is the pinnacle of an Honours Degree. This module provides students with an opportunity to apply the knowledge and skills they have learned throughout their degree to develop an original research topic of their choosing. The topic can be as contemporary, interesting and imperative as they like.

The module will provide knowledge on the entire research process, from inception through to completion. It will cover topic selection, literature reviewing and the necessary research methods and data analysis to undertake independent research with confidence.

During the module, students will explore:

- how to design an interesting research project;
- contemporary literature and theory relating to your project;
- different research methods;
- types of data analysis.

The main requirement of the dissertation is focused, independent study under the guidance of a designated supervisor. The dissertation process therefore enables students to become an independent learner who can demonstrate capability in conducting an individual research project. This will be beneficial to their future employability and capacity for self-leadership.