

EQF/MQF LEVEL 5

Award in Sport Marketing and Sponsorship

LW/S/007

COURSE DESCRIPTION

Marketing is at the heart of everything that happens in sport; whether it is the format of a competition, what consumers want from that specific sport, how media rights are sold to television companies or what forms of merchandise are created, good marketing underpins all of the decisions that are made. The essence of marketing in a sport organisation is therefore to match and reconcile the demands of the marketplace with the resources and competence that the organisation holds.

Marketing is the process of planning and developing products and services to satisfy organisational goals. Sport organisations primarily offer images, values, ideas and services rather than products, which makes the marketing of sport quite unique as they need to achieve both commercial and social objectives. Therefore, this study unit will consider the products and services that sport organisations have to offer within a specific context and highlights a number of regulations that they have to abide to. Secondly, it will assess stakeholder expectations in relation to the services provided by the sport organisation and how to enhance these. Methods and tools for improving communication campaigns targeting specific stakeholders will also be presented.

Sponsorship will be introduced as a marketing strategy that pursues commercial objectives, exploiting the direct association between the commercial entity's brand or product with those of the sport organisation's. Finally, the strategic marketing process will provide information on how to get into an attractive position in the marketplace

Contact Hours: 50

Placement Hours: 20

Self Study Hours: 165

Assessment Hours: 15

Total Learning Hours: 250

COMPETENCIES

1. Analyse the relevance of a sport organisation's services in relation to its stakeholder requirements
2. Ensure the quality of the services (both tangible and intangible) by being aware of the stakeholders expectations
3. Manage effective communication campaigns
4. Develops marketing goals and objectives

DURATION 10 weeks

CREDIT VALUE 10 ECTS

MODE OF TRAINING Online learning hours are part of the contact hours of the programme and incorporate tutorials and asynchronous discussions. Online learning activities may consist of active interaction, participation and contributions in fora discussions, sharing resources and self-reflection exercises. Learners also contribute to the building of the community of practice by providing feedback to their peers as critical friends, enhancing the learner's critical engagement throughout the study period.

ASSESSMENT Observation report (50%),
Practical Assessment (50%)

LECTURER: Ms Corissa Vella White



LEARNING OUTCOMES

By the end of the course, students will be able to:

- Target potential sponsors according to potential fit with their sport organisation;
- Structure a sponsorship package in order to provide a return on investment to the sponsor;
- Develop a range of packages that can be customized to the needs of the sponsor;
- Define marketing and sport marketing;
- Understand unique aspects of sport marketing;
- Understand consumer demographics & psychographics information;
- Understand the process of developing marketing goals & objectives;
- Understands the segmentation process and identification of target markets.

ENTRY REQUIREMENTS

Be in possession of Minimum Level 4 certification from a recognised local or foreign awarding body or A-level standard of education,

The Maturity Clause will also apply for those over 23 years of age, but such prospective students will be required to go through an interview.

Candidates may be applying for recognition for prior learning (PRL) for up to 50% of the total ECTSs for this programme as per MFHEA's guidelines.

Have a good command of oral and written communication in English with a level of proficiency in English equivalent to at least IELTS Level 6.

FUNDING

Applicants may get up to 70% of the fee back through the Get Qualified Scheme.

PART-TIME

Lectures are held twice a week in the afternoon on a part-time basis.