

Introducing your programme leader: Russell Preston



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| <p>Career history and interests</p> | <p>I have taught Business and Marketing for over 20 years at higher education level, was head of higher education programmes at Consortium Colleges for University of Hertfordshire, written programmes, recruited students and lectured to all levels of higher education, including Master's.</p> <p>My main interests, surprisingly, are football, played at a high standard, scored, and coached across the UK, South Africa and Cambodia. I am also a season ticket holder at Manchester's second club.</p> |
| <p>What to expect in your first few weeks</p> | <p>Typically, the first few weeks <i>may</i> include key visits to the National Football Museum, Manchester City, Manchester United and possibly FC United of Manchester. This is of course all dependent on how prevalent COVID-19 is and UCFB guidelines for the health and well-being of all.</p> |
| <p>Course expectations</p> | <p>To read about the business of football and sport. To grasp that there is more to the sport than 11 v 11, matched to customer expectations. The marketing initiatives clubs adopt faced with the global market.</p> |
| <p>What you could do to prepare</p> | <p>Read Henry Winter (The Times,) David Conn (The Guardian), Jamie Jackson and Daniel Taylor (The Athletic). Make use of Twitter and follow profiles such as Simon Chadwick, Dr Jamie Cleland, The Online Rule, That Stat Football as well as fan experience companies.</p> |
| <p>Reading list</p> | <p>We use and reference some fantastic books throughout the course, including the following:</p> <ul style="list-style-type: none"> • Principles of Marketing, Philip Kotler ISBN 9781292 220178 • Principles of Marketing, Brassington & Petit, ISBN 9780273 695592 • Marketing Plans, McDonald & Wilson ISBN 9781119 217138 |

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| | <ul style="list-style-type: none">• Integrated Marketing Communications, Picton & Broderick ISBN 9780273 676454• Soccernomics, Kuper & Szymanski ISBN 9780007 457847• The Business of Sport Management, Beech and Chadwick ISBN 9780273 721338• Consumer Sport Behaviour, Marketing Strategies, Funk, Alexandris & McDonald ISBN 9781138 912496• The Study Skills Handbook, Cottrell ISBN 9781137 289254• Cite Them Right, The Essential Referencing Guide, Pears & Shields ISBN 9781137 585042 |
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