

What to prepare:

Football Business & Marketing

What to expect in your first few weeks	An introduction to the constantly evolving domestic and global industry of football driven by the marketing of its products. Consumer retention targets place an increased emphasis on organisations to develop their relationships with fans and consumers.
Course expectations	<p>Your studies will focus on the core functions of football business management accompanied by marketing modules. The marketing pathways explore the principles of marketing and communications and apply theory to live projects to develop your employability skills. You will gain an understanding of football business and be introduced to international business models and management concepts, business planning, return on investment, strategy integration, contemporary issues and digital marketing. You will plan, implement and evaluate digital marketing plans for an industry organisation.</p> <p>The many facets of marketing provide a broad context for learning and there are exciting job prospects for those who can thrive in its multicultural, technologically sophisticated world.</p>
What you can do to prepare	All prospective students should immerse themselves in as much quality sports marketing content and advertising campaigns and initiatives as possible and maintain an up-to-date knowledge of developments within football and other sports industries as this would be extremely useful to have upon starting the programme. The football match may end, the transfer window may be closed, and the season may be over but the industry never stops – so follow as much social media, club engagement programmes and national / international football / sports events as possible and consider how these are presented to the spectators / fans / consumers, stakeholders and the wider UK and global economies.
Reading list	<p>Texts:</p> <ul style="list-style-type: none"> • Armstrong, G., Kotler, P., Harker, M & Brennan, R. (2013) Marketing: An Introduction. 6 th ed. Harlow: Pearson. • Beech, J. and Chadwick, S. (2006) The Marketing of Sport. Harlow: Pearson. • Brassington, F. and Pettitt, S. (2006) Principles of Marketing. 4th ed. Harlow: Pearson. <p>Journals including e-Journals:</p> <ul style="list-style-type: none"> • European Journal of Marketing • Marketing Week • Sports Marketing <p>Databases:</p> <ul style="list-style-type: none"> • ABI/INFORM Complete (Proquest) • Sportdiscuss • Taylor & Francis online <p>Websites:</p> <ul style="list-style-type: none"> • Brand Republic www.brandrepublic.com • Cyber Journalism of Sport Marketing www.cjism.com • The Times www.timesonline.co.uk