

Module Specification

Module Title: Global Sports Marketing and Digital Communications	Module Code: UD7011 Level: 7 Credit: 30 ECTS credit: 15	Module Leader: Shana Axcell (Online) David Weale (Wembley)
Pre-requisite: None	Pre-cursor: None	
Co-requisite: None	Excluded combinations: None	
Location of delivery: UCFB Wembley and Online		
Summary of module for applicants: Globalisation is profoundly impacting the sports industry as a direct result of increased exposure through broadcasting and social media. Many sports brands are increasingly targeting overseas markets to reach new fans and customers, develop new revenue streams and gain competitive advantage. However, navigating such opportunities and threats posed by new international markets calls for an acute understanding of national culture and the effective use of both traditional and digital marketing techniques. This course explores the key principles and practices involved with identifying new markets and creating a winning marketing strategy for successful new market entry. It also addresses how digital and social media communications strategies have revolutionised the connection and conversation between sports brands and consumers.		
Main topics of study: <ul style="list-style-type: none"> • Core global sports marketing principles • Analysing overseas sports marketing environments • Analysing sports consumer behaviour in different cultures • Segmentation, targeting and positioning for overseas markets • Global market entry strategies • The Marketing Mix for global markets • Global sports marketing planning and control • The Global sports marketing plan • Sports promotions and digital communications strategy 		
This module will be able to demonstrate at least one of the following examples/ exposures <i>Live, applied project</i> <input checked="" type="checkbox"/> <i>Company/engagement visits</i> <input type="checkbox"/> <i>Company/industry sector endorsement/badging/sponsorship/award</i> <input type="checkbox"/>		
Learning Outcomes for the module Where a LO meets one of the UEL core competencies, please put a code next to the LO that links to the competence. <ul style="list-style-type: none"> • <i>Digital Proficiency - Code = (DP)</i> • <i>Industry Connections - Code = (IC)</i> • <i>Emotional Intelligence Development - Code = (EID)</i> • <i>Social Intelligence Development - Code = (SID)</i> • <i>Physical Intelligence Development - Code = (PID)</i> • <i>Cultural Intelligence Development - Code = (CID)</i> • <i>Community Connections - Code = (CC)</i> • <i>UEL Give-Back - Code = (UGB)</i> • <i>Cognitive Intelligence – Code = (COI)</i> <p>At the end of the module students will be able to:</p> <p><i>Knowledge</i></p> <ol style="list-style-type: none"> 1. Evidence a range of professional sports marketing knowledge through both academic and practice-based learning. (EID) (SID) (PID) (CID) 2. Draw on key research theories and principles appropriate to marketing in traditional and digital sports marketing environments. (SID) (PID) (DP) 		

Thinking skills

3. Apply analytical processes to the evaluation of marketing opportunities across diverse global markets (COI)
4. Critically appraise a sporting organisation's digital communications strategy and use of social media channels. (EID) (SID) (DP)

Subject-based practical skills

5. Act entrepreneurially within a marketing context to generate, develop, and communicate global sports marketing ideas and strategies. (EID) (SID) (CID) (PID)
6. Design an integrated digital communications strategy for the purpose of building customer and fan engagement. (DP) (COI)

Skills for life and work (general skills)

7. Conceptualise and think critically, including the analysis, evaluation and presentation of marketing information. (EID) (CID) (COI)
8. Construct simple digital communication and social media channels. (DP) (COI)

Teaching/ learning methods/strategies used to enable the achievement of learning outcomes:

Knowledge is gained through a combination of lectures, seminars and workshops, and likely supplemented by guest speakers and field visits where feasible.

Thinking skills are enhanced through a range of interactive activities such as applied seminar activities, meetings and discussions with team members and engagement with guest speakers.

Subject-based practical skills are acquired through seminars and workshops which provide the opportunity to explore ideas in more depth and to apply ideas to real life situations through case studies and other activities by means of collaborative learning and discussion.

Skills for life and work are developed through the use of group and individual scenario exercises during sessions and in assessments.

On campus

Lectures are tutor-led and used to guide students through the key concepts. Seminars and workshops provide the opportunity to explore ideas in more depth and to apply ideas to real life situations through case studies and other activities by means of collaborative learning and discussion.

Online

Learning will predominantly occur through online content; however, each module will have several live sessions that will be focused on the clarification and expansion of key concepts. These sessions play a key role in providing a platform, fostering a community of learning between tutor and students. Dedicated support staff and academic tutors will be available through the Online Student Community and will address all queries in line with our student charter for online learning.

In addition, you are expected to undertake independent study to enable you to achieve the learning outcomes by completing core and recommended readings, take-home tasks, and relevant research and scholarly activities.

Assessment methods which enable students to demonstrate the learning outcomes for the module; please define as necessary:	Weighting:	Learning Outcomes demonstrated:
Component 1: Written Marketing Plan (4,000 words)	70%	1, 3, 5, 7
Component 2: Design an Integrated Digital Communications Plan (2000 words)	30%	2, 4, 6, 8

Reading and resources for the module:

Core

Chaffey, D. and Smith, P. R. (2017) *Digital marketing excellence: planning, optimizing and integrating online marketing*. Abingdon: Routledge

Desbordes, M. and Richelieu, A. (2014) *Global sports marketing: contemporary issues and practice*. Abingdon: Routledge.

Recommended

Chadwick, S., Chanavat, N., and Desbordes, M. (eds.) (2015) *Routledge handbook of sports marketing*. Abingdon: Routledge.

Keller, K. L. and Swaminathan, V. (2020) *Strategic brand management: building, measuring and managing brand equity*. 5th edn. Upper Saddle River, NJ: Pearson.

McDonald, M. Mouncey, P. and Maklan, S. (2014) *Marketing value metrics: a new metrics model to measure marketing effectiveness*. 2nd edn. London: Kogan Page.

Journals

International Journal of Sports Marketing and Sponsorship

Journal of Marketing

Journal of Digital and Social Media Marketing

Provide evidence of how this module will be able to demonstrate at least one of the following examples / exposures

Live, applied project:

- Component 1 (Written Marketing Plan, 4,000 words) - Design a new Global Sports Marketing Plan for an existing global sports organisation.
- Component 2 (Digital Communications Plan, 2000 words) – Design an Integrated Digital Communications Plan

Company/engagement visits: n/a

Company/industry sector endorsement/badging/sponsorship/award: n/a

Indicative learning and teaching time (10 hrs per credit):	Activity
1. Student/tutor interaction: 48 hours for on campus degrees 10 hours for online degrees	Lectures, seminars, tutorials, workshops, guest speakers, external visits
2. Student learning time: 252 hours for one campus degrees 290 hours online for online degrees	Seminar reading, assignment preparation, working in groups (in person or online), background reading
Total hours 300 hours	

For office use only. (Not required for Programme Handbook)

Assessment Pattern for Unistats KIS (Key Information Sets)

Weighting:

Coursework (<i>written assignment, dissertation, portfolio, project output</i>)	
Practical Exam (<i>oral assessment, presentation, practical skills assessment</i>)	
Written Exam	

HECoS Code:	
UEL Department:	