

COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Football Business and Marketing
Intermediate Awards Available	Certificate of Higher Education Diploma of Higher Education Ordinary Degree
Teaching Institution(s)	UCFB Etihad Campus UCFB Wembley
Alternative Teaching Institutions (for local arrangements see final section of this specification)	n/a
UEL Academic School	Royal Docks School of Business and Law
UCAS Code	tbc
Professional Body Accreditation	n/a
Relevant QAA Benchmark Statements	QAA Subject Benchmark Statement for Business and Management (2019)
Additional Versions of this Course	n/a
Date Specification Last Updated	March 2021



Course Aims and Learning Outcomes

This course is designed to give students the opportunity to:

- Prepare for a career in the football and sport industry.
- Gain detailed knowledge and understanding of the football and sports industry with particular reference to the business and marketing management principles.
- Develop the communication, analytical and problem-solving skills demanded for career advancement in the football and sports industry
- Develop evaluative and decision making skills in the application of football business and marketing skills and techniques.
- Engage with the football and sports industry throughout the course, utilising distinctive delivery locations and professional relationships.

What students will learn:

Knowledge

- Understand the organisation and running of the football and sports industry.
- Analyse the business environment which impacts on the football and sports industry
- Evaluate core marketing concepts and their application to the football and sports industry
- Evaluate techniques for marketing in the current football and sports landscape.
- Evaluate marketing principles in respect of digital disruption of the market.
- Analyse football business and marketing contexts using a range of tools and techniques.

Thinking skills

- Engage in critical thinking, analysis, synthesis and decision making to solve problems.
- Appraise the changing landscape of the business and marketing environment
- Apply academic frameworks to new contexts and situations.
- Explore and challenge existing frameworks to enhance professional knowledge

Subject-Based Practical skills

- Apply relevant legislation and ethical frameworks to the planning and delivery of football and sports business and marketing learning.
- Critically analyse the role and responsibilities of football and sports business and marketing practices
- Demonstrate the development of football and sports business and marketing techniques



Skills for life and work (general skills)

- Demonstrate effective communication skills in football and sports business and marketing context.
- Communicate information clearly and coherently in a diverse range of forms relevant to intended audiences.
- Work harmoniously and productively with others to achieve shared outcomes.
- Manage time effectively in order to meet deadlines and achieve performance targets.

Learning and Teaching

Learning will be face-to-face and online provision will support student learning. A wide range of learning and teaching approaches are adopted befitting each module. Across the course students will benefit from regular contact through lectures, seminars, workshops, excursions and practical sessions.

There will be a proactive use of the online learning environment and mobile technologies to engage students in the wider learning and teaching environment. Integration of theory and practice is consistently emphasised to support learning, wherever possible utilising problem-based approaches, case studies and industry challenges.

Assessment

A range of assessment types are used across the course, as appropriate to each module. Assessment is predominantly continuous, employing items that will include academic essays, reports, presentations, Viva, portfolio and there will be encouragement on employer engagement assessment.

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader, Module Leader and Seminar Leaders to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements



n/a

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Master's degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	UO4008	Data Analytics	20	Core	N
4	UD4000	Industry Competencies (Mental Wealth)	20	Core	N
4	UD4002	Integrated Marketing Communications	20	Core	N
4	UD4004	Understanding Sports Fan Behaviour	20	Core	N



4	UD4007	Understanding the Business of Football	20	Core	N
4	UD4003	Principles of Marketing	20	Core	N
5	UD5016	The Organisation and Marketing of World Football	20	Core	N
5	UD5017	Theory of Digital Marketing	20	Core	N
5	UD5013	Research Methods	20	Core	N
5	UD5012	Practice of Digital Marketing	20	Core	N
5	UD5014	Stadium and Events Organisation	20	Core	N
5	UD5010	Industry Readiness (Mental Wealth)	20	Core	N
6	UD6013	Strategic Management	20	Core	N
6	UD6009	Football Brand Management	20	Core	N
6	UD6014	Professional Project	40	Core	N
6	UD6010	Global Marketing Management	20	Core	N
6	UD6012	Industry Engagement (Mental Wealth)	20	Core	N



The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

n/a

Typical Duration

The expected duration of this course is 3 years full-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

- Accommodation - Students are required to attend face to face classes as part of the course. Students are responsible for arranging their own accommodation if it is required to support timely access to course dates. Costs will be dependent on the students' choice of accommodation. If assistance is required to identify suitable accommodation this can usually be provided. Costs for city centre accommodation vary dependent on times, these are likely to be between £50-£150 per night.



- Stationery equipment – paper and pens are required. Costs will vary dependent of student choice.
- Books, journals and periodicals – books will be available to access in the UCFB and UEL library. If students wish to purchase books they can do so, however this is not a requirement.
- Printing – printing credits are required to print documents on UCFB sites. Copies are 5p for black and white and 15p for colour.
- DBS checks - typically up to £50
- Field trips - contribution requested

Please note costs will vary depending on individual needs.

Alternative Locations of Delivery

This course is taught by UCFB in Manchester (Etihad Campus) and London (Wembley) and is awarded by the University of East London.