

BA (Hons) Sports Marketing Management

Full-time and Sandwich
2012 Entry



The BA (Hons) Sports Marketing Management degree is one of the first to be offered in the UK. It has been developed in close discussion with practitioners from the sports marketing industry, who are also involved in the delivery of the programme as expert guest lecturers, providing valuable resources and advice to students on career opportunities.

Today, sport and fitness are big industries and span a wide range of businesses including venues used for professional, elite and amateur sports, the leisure and sports clothing sector, media and commercial sponsorship, and government-funded healthy living initiatives. In these fast-moving competitive industries there is a demand for talented professionals who understand the sports sector and can use their marketing skills to devise innovative strategies that work across a

range of print, digital and social media, utilise the latest customer relationship management techniques and connect with consumers, corporate clients and media partners.

Through this degree, you can develop the skills and knowledge to devise, plan and co-ordinate marketing activities and resources for the sports sector. You will also learn about issues such as brand management, licensing and maximising

commercial potential. Creativity is a highly-valued attribute in this sector and you will be encouraged to develop innovative approaches to marketing challenges such as maximising the commercial return of a sports venue, developing a sustainable fan base for a sports club or sports brand, launching a new sportswear range or attracting a media partner for a new venue.

Fact File

Full/Part-time:

Full-time

UCAS Codes and Duration:

N504 – 3 year full-time programme

NNN2 – 4 year sandwich programme

Institution Code:

M40

Course Content and Structure

BA (Hons) Sports Marketing Management shares a common first year with BA (Hons) Sports Management. We are in the process of confirming the optional units for year 2 and the final year and information will be posted to the University's eProspectus when it is ready, www.mmu.ac.uk/study

Year 1			
Introduction to Sports Management and Marketing	Understanding and Managing People	The Business of Sport	Event Design and Development
Year 2			
Commercial Aspects of Sport	Coaching, Mentoring and Development	Brand Management	Optional Unit
Placement (if you take the sandwich route)			
Final Year			
Strategic Marketing Management	Strategic Communications, Theory and Planning	Project or Dissertation	Optional Unit

We regularly check the content of our courses and adapt them to ensure they prepare our students for graduate careers. Consequently, the information provided here and throughout this brochure is indicative and may change.

Special Features

- This programme has been approved and accredited by The Chartered Institute of Marketing (CIM) and counts towards 50% of the CIM Professional Diploma in Marketing. For more information visit www.cim.co.uk/learningzone/dualaward
- The Business School is a corporate affiliate of the The Institute for the Management of Sport and Physical Activity (IMSPA). You will have access to the IMSPA's learning zone throughout the programme and benefit from discounted IMSPA membership upon graduation. For more details about the IMSPA please visit www.imsa.co.uk.
- During your sandwich placement, you will be encouraged to identify a work-based issue that you can explore and develop into a research project in your final year.
- Graduates of this programme have an excellent chance of employment and career achievements in sport marketing with some of the most prestigious employers in the industry. These include national agencies and governing bodies of sport, local authorities, health and fitness clubs, sport and leisure complexes, sport promotion and media companies and organisations allied to sport retail, services, medicine, education and research.

Sandwich Placements

A course with a sandwich route provides the opportunity to work for an organisation as part of your degree. This work experience is commonly referred to as a placement and you are usually paid a salary by your placement employer. The placement must be a minimum of 36 weeks but will usually last for 12 months and takes place after your second year of study.

If you choose the sandwich route, our Placement Office will help you find your placement. Our dedicated team has over 25 years' experience of matching students with employers and has been rated by students as one of the top four placement services in the UK (National Placement and Internship Awards 2010 and 2011). The services they provide include:

- Organising an annual placement and career development fair where you can meet employers who have placement opportunities and graduate vacancies.
- Advertising over 1,000 vacancies from local, national and international employers each year.
- Delivering CV workshops that provide advice and tips about what to include in a CV and how to present yourself to your best advantage.
- Providing one-to-one advice about writing cover letters, CVs and application forms for the jobs you are interested in.
- Conducting mock interviews so that you can practice your interview technique and receive feedback on your performance.

It is your responsibility to be pro-active and apply for placement opportunities. The placement jobs market is competitive and we recommend that you start researching companies and opportunities during your first year and apply for positions at the start of your second year. When you are on placement, one of our tutors will keep in contact with you and will liaise with your employer. You will also be encouraged to

“My placement had enabled me to develop my people skills through having numerous opportunities to meet and liaise with prospective and existing clients. I have been given the freedom to create PlayFootball.net’s first ever presentation evening for its existing clients, as a major part of our retention plan.”

Daniel Hogg – placement year at PlayFootball.net

identify a work-based issue that you can explore and develop into a research project in your final year. The placement is not formally assessed but it must be satisfactorily completed.

Research indicates that students who undertake a sandwich year as part of their studies are more employable. In 2010, 93% of Business School graduates who had completed a placement and were in employment were in graduate occupations.

For more information about our Placement Office please see www.business.mmu.ac.uk/placements

Assessment

The programme is assessed by a balance of assignments and examinations. From the second year onwards, these marks may go towards determining the final classification of your degree from Manchester Metropolitan University. The work placement year (only for students completing the four year sandwich programme) is not formally assessed, but must be completed satisfactorily.

There will be a mixture of individual and group work throughout the two years of study. Types of assessment will include report writing, essay writing, presentations, business reports/case studies, poster presentations, portfolio work and reflective activities.

Student’s Experience

“ My time so far at PlayFootball.net has been brilliant. It has enabled me to gain valuable hands on experience and gather vital contacts in the sports industry through working with professional football clubs, such as Blackpool F.C., Tottenham Hotspurs and Manchester City F.C.; along with creating vibrant marketing ideas for the up and coming Blackpool Elite Soccer (BES). I have also had the opportunity to play a key role in promoting the local NHS health campaign - ‘All Together Now’.”

Daniel Hogg – placement year at PlayFootball.net

Career Development Opportunities

BA (Hons) Sports Marketing Management is a relatively new degree and our first cohort of students has not yet graduated. However, the examples below show the type of placement companies and organisations that had placement opportunities for our students in the previous academic year:

Nike
www.nikebiz.com/careers

London Organising Committee of the Olympic Games (LOGOC)
www.london2012.com/get-involved/jobs

Glasgow 2014
www.glasgow2014.com

Manchester City Council Sports Development
www.manchester.gov.uk

Playfootball.net
www.playfootball.net/careers.asp

Tuition Fees and Financial Support 2012 Entry

We passionately believe that going to university is a real investment in your future. If you wish to follow a professional or vocational career and benefit from all the opportunities and rewards that this can offer, then going to university remains the best and most direct way of achieving this

UK/EU students

Tuition fees have increased for 2012 entry because government funding for higher education has been cut. However, the existing system of loans and grants has also been extended and improved to assist students in going to university. Your fees can be paid for by applying for a tuition fee loan and you will not have to pay any fees upfront. You do not have to start making repayments on student loans until the April after you graduate and only then if you are earning over £21,000.

The tuition fee for this course for 2012 entry will be £8,000. If you are following the sandwich route, the cost of your placement year in 2014/15 is still to be determined. As a guide, the placement fee was £680 in 2012/13 and has historically increased by around 2.5% each year. This is subject to change, so please check out our website, www.finance.mmu.ac.uk/students, to determine the exact fee before you start your sandwich year.

Further information about fees, funding support and the University’s £3,000 student support package for first year, full-time first degree undergraduates whose household income is up to and including £25,000 is available from www.mmu.ac.uk/fees



Manchester
Metropolitan
University

This publication is available in alternative formats.
Please telephone +44 (0) 161 247 6472.

International students

The tuition fees for students who do not qualify for UK or European Union (EU) status is £10,000 (2012 entry).

There are a number of organisations that award scholarships to international students. Many of these scholarships are awarded a year in advance so you are advised to start your research at least 18 months before you plan to start your course. In addition, the University has a limited number of partial scholarships which are made through the Vice-Chancellor International Scholarships scheme. Please see

www.mmu.ac.uk/international/scholarships for more information.

Typical Entry Requirements

UCAS tariff points

280, including 240 at A2, or an acceptable alternative such as BTEC National at Level 3

Non tariffed qualifications

A relevant Access to HE Diploma will be considered for entry to this course

International Baccalaureate

28 points

Specific subjects required

Level 2(eg GCSE)

GCSE Grade C, or acceptable alternatives, in English language and mathematics

International students

Country-specific information about many international qualifications is available on our website at

www.mmu.ac.uk/international

English language requirements

International students must achieve IELTS 6.0 with a minimum score of 5.5 in each unit (or an equivalent standard in an acceptable alternative such as TOEFL).

How to Apply

Application for all of our full-time undergraduate programmes is through UCAS. Please submit your application online at www.ucas.com.

Please contact UCAS' applicant helpline on **0871 468 0 468** if you have any queries or problems using the online application system.

Further Information

For information about our staff and the £75 million Business School in which you will be studying, please see www.business.mmu.ac.uk

Additional course and study information is available on our eProspectus, www.mmu.ac.uk/study

Full contact details for our Course Enquiries team, including telephone numbers and email addresses, are available from www.mmu.ac.uk/study/undergraduate/contact