

PROGRAMME SPECIFICATION

This Programme Specification is correct as of the date indicated; however, minor amendments may be made throughout the year and will be incorporated in the annual updating process.

SECTION A: DETAILS OF THE COURSE AND AWARD

Programme Title	BA (Hons) Sport Marketing BA (Hons) Sport Marketing with Foundation Year
Awarding Body	Buckinghamshire New University
Teaching Institution / Delivery Location	Buckinghamshire New University / High Wycombe, UCAV & Uxbridge
Faculty	Design, Media & Management
School	Applied Management & Law
Name of Final Award	Bachelor of Arts with Honours, BA (Hons)
NQF/FHEQ Level of Qualification	Level 6: Bachelor's degree with honours
QAA Benchmark Statement(s)	Events, Hospitality, Leisure, Sport and Tourism (2019)
UCAS Code	7N75
Course Code(s)	BS1SMK1 – 3 year BS1SMK4 – 4 year SW BS1SMK5 – 4 year FY
Mode and Length of Study	3 years / full-time 4 years / full-time sandwich 4 years / full-time
Number of Intakes	2; September & February
Regime of Delivery	Attendance
Language of Study	English
Details of Accreditation	Chartered Institute of Marketing
Publication Date	01 September 2014 Foundation Year added November 2017, revised January 2018, September 2018, July 2019, September 2020

Potential Student Profile / Criteria for Admission:

What the award is about and who the programme is aimed at:

The sport marketing programme is founded on an interface of vocational and academic elements to produce graduates with knowledge and experience of the sport industry, and specific sectors within the sport industry, as well as transferrable and applied skill-sets, in particular relating to autonomous critical thinking and research activity, which will provide an effective service to the industry and meet the demands of the modern, itinerant graduate. The course is a three or four year full-time Bachelor degree programme with a core focus on marketing and business management in the sport industry.

Why students should choose this award:

The London 2012 Olympics illustrated the importance of marketing, management and the media in major sport events and specifically the role of marketing sport as entertainment in leisure and tourism

contexts. The growth in this sector means that there is strong demand for quality graduates who can demonstrate both knowledge and experience of working within the sports business.

The course critically evaluates the business of commercial sport and the key influences the law, economics, society and culture have on the theory and practice of sport marketing. As well as having strong links between theory and practice the course is also designed to develop professional career opportunities and attracts accreditation from the Chartered Institute of Marketing (CIM) and the Institute of Digital Marketing (IDM); both professional bodies for marketing.

The Sport Marketing programme has been designed to enhance the employability of graduates by developing industry relevant knowledge, skills and experience required by marketing professionals in the commercial sport business.

The unique focus on the development of professional practice extends beyond the course content and you will acquire critical, independent and reflective qualities that underpin marketing, managing and entrepreneurial practices in the vibrant and dynamic sport business.

The degree will provide a strong marketing and business foundation and an understanding of the unique challenges and issues facing sports marketers. The programme consists of a blend of professional and academic elements to develop graduates with the essential knowledge and experience of the sports industry.

Employability will be a particularly important theme throughout the degree and students are encouraged to gain as much industry experience as possible through volunteering, paid part-time work, work experience and the sandwich year option.

Additionally our diverse range of industry partners can offer a unique opportunity to network during the course, providing valuable contacts during and after graduation. One such example is our ambassador scheme, where students will have opportunities to work with external partners on industry relevant projects, building their experience and networks throughout their studies. After graduating from the programme, students will also have the skills and knowledge to set up their own business, and to draw on education in enterprise methods, to be their own boss.

Students will be introduced to a number of the University's public and private sector industry partners who deliver guest lectures and work with the University to develop internship and employment opportunities with companies such as:

- The Football Association (The FA)
- 110% Marketing
- The Chartered Institute for the Management of Sport and Physical Activity (CIMPSA)
- Bucks Sport
- Burhill Golf and Leisure
- Parkwood Leisure
- Representatives from Bisham Abbey (the national sports centre located nearby).

Opportunities available for students after completion of the award:

Students will study the foundations of sport marketing and business management and will understand the varying challenges and issues facing the industry. Graduates will be experienced from key industry placements throughout the course and will be ready to enter the workforce with confidence from the perfect blend of professional and academic elements throughout the programme.

Graduates will have the following opportunities for career pathways:

- Sport marketing

- Sport media and communications
- Sports events management
- Sport facility management
- Sports entrepreneur
- Health and fitness industry
- Self-employment in sports business
- Sport law

Expected knowledge and skills that the entrant will have on entry to the programme:

For BA (Hons) Sport Marketing (3 year)

Admission regulations are in accordance with those prescribed by University Regulations. A typical entrant would be expected to have GCSE English and Mathematics at Grade C or above and a UCAS Tariff score of 200-240. This score can be achieved from a minimum of two 4-unit GCE A-levels or equivalent. Entrants would be expected to have passion for sport and some experience of working within the sport industry would be an advantage, but is not essential. Good communication skills are essential as students will be assessed in a number of ways including both written work and oral communication, and at times through the course will be expected to converse and work with external organisations. Entrants must be prepared to take responsibility for their learning, and be willing to work both individually and as part of a team and to participate fully in course activities. Basic ICT skills will be an advantage.

For BA (Hons) Sport Business Management with Foundation Year (4 years)

Applicants who do not meet the minimum requirements for the 3-year programme, or those who do not feel fully prepared for a Level 4 course, will be considered for the 4-year programme including a Foundation Year. Please see the University's General Entry Requirement webpages for requirements for entry at this level.

SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS

Programme Aims

The main educational aims of the programme are to:

- Create opportunities for students to interface with real businesses in sport to put their study into practice.
- Focus on transferable and applied skills, as well as critical thinking.
- Provide a strong business studies foundation and an understanding of the unique challenges and issues facing sports marketing and management.
- To create an awareness and appreciation of the developing legal framework that creates regulation and compliance issues for sport marketing and business management.
- To create graduates who are reflective practitioners and can contribute to a fast moving market sector.
- Provide an inclusive, current and versatile curriculum of study which reflects the needs of both the sport industry and the challenges with which it is confronted in an era of ongoing growth
- Prepare students for employment or for postgraduate study by fostering an environment in which students are encouraged to: develop academic skills; challenge knowledge; apply theory to practice; develop critical awareness, analysis, and reasoning; solve problems; synthesise and evaluate information; and engage in research
- Enable graduates to meet the changing demands of employment through acquisition and development of a wide range of personal and transferable skills required by employers in the

sports industry: self-reliance; reflection; adaptability; creativity; flexibility; interpersonal communication; teamwork and leadership qualities

- Develop the confidence and academic skills of students enabling them to become active and autonomous learners and critical thinkers
- Encourage students to reflect upon their studies and take responsibility for their own learning and continued professional development
- Enhance the student experience and employment opportunities through engagement with our sports industry partners

Programme Learning Outcomes

A. Knowledge and Understanding

On successful completion of the programme a graduate will be able to:

1. Apply contemporary business and sports industry theory to the market.
2. Design and conduct industry focused or applied research.
3. Employ academic knowledge of sport to critique and predict policy and practice in the sports industry.
4. Identify operational techniques for the functional areas of the sports business.
5. Demonstrate and apply knowledge and understanding of marketing in organisations with a critical interpretation of the main issues and themes that affect the policy and practice of marketing management.
6. Analyse the strategic marketing choices available to businesses and review how marketing decisions are taken in their economic and cultural context.
7. Apply and analyse the management of customer service and marketing solutions and how they relate to people in organisations, the sources and uses of finance, and the logistical operations of a business.
8. Actively engage in marketing/agency briefs and activities that encourage enterprise, innovation and entrepreneurial capability.

B. Intellectual/Cognitive Skills

On successful completion of the programme a graduate will be able to:

1. Perform as critical and curious thinkers.
2. Engage in reflective practice to enhance their professional development.
3. Practise and defend an ethical approach to their working environment
4. Engage with research to inform practice.

C. Practical Skills

On successful completion of the programme a graduate will be able to:

1. Use and manage information technology in the professional sports business environment.
2. Communicate effectively with industry practitioners, sport participants and professional bodies.
3. Present their ideas effectively in a range of oral and written contexts.
4. Apply theoretical knowledge to solve the practical issues in the sport business sector.
5. Develop and implement strategies to enhance the performance of sports business.

D. Key/Transferable Skills

On successful completion of the programme a graduate will be able to:

1. Apply personal responsibility and reflective practice to identify professional development needs in a process of life-long learning
2. Review critically current research and primary sources (for example, refereed research articles and/or original materials appropriate to sport development)
3. Evaluate critically arguments, assumptions, abstract concepts and data to make judgements and to frame appropriate questions and propose solutions to a problem
4. Create, evaluate and assess options to enable effective problem solving and decision-making, using appropriate qualitative, quantitative and ICT techniques and skills.

5. Research information about complex business situations and apply qualitative and quantitative to it, in a project context, using ICT as appropriate.
6. Display a range of personal and interpersonal skills, including the capacity for continuous learning, taking initiatives, performing to deadlines, communicating effectively and persuasively, necessary to enter a career in marketing or undertake further study.

Table 1: Programme Skills Matrix – Assessment

Module Code	Information Acquisition	Critical thinking, analysis and synthesis	Self-reflection and Criticality	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-managed Learning	Working with Others
FY026	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FY027	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FY028	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FY021	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Level 4										
SL460	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MG411	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MG412	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SL423	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MG409	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MG413	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SL412	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BM414	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Level 5										
BM564	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MG529	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SL516	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SL535	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SL521	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Module Code	Information Acquisition	Critical thinking, analysis and synthesis	Self-reflection and Criticality	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-managed Learning	Working with Others
BM565	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SL520	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SL534	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Level 6										
SL620	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SL676	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MG618	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SL613	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MG628	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MG630	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BM632	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes

The BA (Hons) Sport Marketing aims to provide a balanced programme of study that equips students with industry knowledge and experience, academic and cognitive, and critical and transferrable skills, which will create culturally aware, prepared and responsive graduates. The course is underpinned by classroom-based teaching of current theory, concepts and research, delivered through a blend of lectures, interactive seminars and workshops, small-group activities and debates and supported at every stage by e-learning material. Additionally, throughout the three levels of study students are encouraged and enabled to form relationships with external partners including local, regional, national and international, to build networks in the longer term and essential vocational knowledge and experience in the shorter term.

Students are encouraged to become increasingly more independent in their learning as the course progresses. During the Foundation Year, students will be exposed to a variety of summative and formative assessments whilst developing the academic skills to be a successful student at university; course content and Learning Outcomes strongly relate to students developing their knowledge and understanding of the subjects being studied and assessed. At Level 4 students are provided knowledge of the key functional areas of the sport business in lectures and undertake related discussion and exercises in seminars and workshops where they receive guidance and support from module tutors. Through the Level 4 module, Professional and Academic Skills for Sport, students

'learn to learn' and are provided the foundation for developing the knowledge and skills required of all elements of the course and for life-long learning and this will also ensure that all students have a chance to explore, visit and create networks within the industry. Further modules introduce students to functional tools for working in the sports industry, such as finance and law as well as the introduction of critical, cognitive abilities and forming the basis for Level 5 and 6; the Sport Business module is such an example.

At Level 5, students are expected to take a more active role in their own learning and future careers, to apply theoretical knowledge and to show deeper understanding as the complexity of the issues covered in modules increases. The Level 5 module, Research in Sport and Exercise, prepares students for the research dissertation at Level 6, in which they have the opportunity to draw all conceptual, vocational and research elements of the course together via a major independent study. Digital marketing modules ensure that all of our students have an opportunity to study the impact of modern media technology and the growth of the contemporary sport business. Similarly, the Sport Sponsorship and Events and Sport Broadcasting and Media modules cover key legal issues that inform sport marketing and business practices. As in Level 4, modules are delivered through a blend of lectures, interactive seminars, workshops, small-group activities and debates and are supported by e-learning material delivered through the VLE, with specific learning and teaching approaches determined at modular level.

At Level 6 the focus turns to the skills adopting a strategic approach to the sport business. The broader approach to teaching and learning at Level 6 is aligned to independent learning and the students' ability to critically review and analyse, synthesise and evaluate the information at their disposal in order to make informed and self-assured decisions for a more inclusive and socially-conscious sports world. The core modules of Strategic Sports Management and Financial Performance and Sport Commerce and Regulation combine practical knowledge and tools for advancing sport business practice and the improvement of academic intelligence around critical thinking, analysis and synthesis, and self-reflection, as well as problem solving and decision-making. The aforementioned Research Dissertation provides further opportunity for students to develop autonomous working practices, where they are challenged to plan, design, execute and disseminate a significant piece of work.

Like the teaching and learning strategy, the specific assessment methods are determined at modular level, but are designed to reflect the course aims and learning outcomes, to equip students with industry knowledge and experience, academic and cognitive, and critical and transferrable skills, which will create culturally aware, prepared and responsive graduates for an inclusive and socially-conscious sport industry. To this end, while there is a varied diet of assessment at all three levels, it is predominantly coursework-based and, where possible, is designed to mirror 'real world' sport business activities, such as designing, implementing and evaluating business solutions, this will include activities such as applying for funding, appraising financial performance and preparing marketing strategies.

Work-Based / Placement Learning

Students will be offered the opportunity to engage with an Erasmus year of study between level 5 and level 6 (this will not form a part of their final classification). Students will also be offered the opportunity to spend an optional year and gain work experience or internships (sandwich year). Guidance will be offered by lecturers on obtaining a suitable placement but it is the students' responsibility to secure the placement.

SECTION C: PROGRAMME STRUCTURE(S) AND MATRIX MAPPING

Table 2: Programme Structure Table

Course Title		BA (Hons) Sport Marketing							
Course Code		BS1SMK1							
Mode of Study		Full Time							
Credit Value		UK	360	ECTS			180		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award (<i>Core / Optional</i>)	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
Level 4									
SL460	Sport and Society	4	1	C	15		100		1
MG411	Introduction to People Management	4	1	C	15		100		1
MG412	Principles of Marketing	4	1	C	15		100		1
SL423	Professional and Academic Skills for Sport	4	1	C	15		100		1
MG409	Marketing Communications	4	1	C	15		100		2
MG413	Data Insight for Business Decisions	4	1	C	15			100	2
SL412	The Sport Business	4	1	C	15		60	40	2
BM414	Financial Decision Making	4	1	C	15		100		2
Level 5									
BM564	Enterprise and Entrepreneurship	5	3	C	15		50	50	1
MG529	Strategic Marketing	5	2	C	15		70	30	1
SL516	Sports Operations Management	5	2	C	15		70	30	1
SL535	Sport Sponsorship and Events	5	2	C	15		70	30	1
SL521	Understanding People in Sports Business	5	2	C	15		50	50	2
BM565	Digital Business and New Technologies	5	2	C	15		60	40	2
SL520	Research in Sport and Exercise	5	2	C	15		100		2
SL534	Sport Broadcasting and Media	5	2	C	15		70	30	2

Level 6									
SL620	Research Dissertation	6	3	C	30		100		SB
SL676	Strategic Sports Management & Finance	6	3	C	15		100		2
MG618	Consumer Brand Relationship	6	3	C	15		100		1
SL613	Sport Commerce and Regulation	6	3	C	15		70	30	1
MG628	International Marketing Management	6	3	C	15			100	1
MG630	Change Management and Organisation Development	6	3	C	15		60	40	2
BM632	Managing and Developing Innovation	6	3	C	15			100	2

Course Title		BA (Hons) Sport Marketing							
Course Code		BS1SMK4							
Mode of Study		Full Time							
Credit Value		UK	360		ECTS		180		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award (<i>Core / Optional</i>)	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
Level 4									
SL460	Sport and Society	4	1	C	15		100		1
MG411	Introduction to People Management	4	1	C	15		100		1
MG412	Principles of Marketing	4	1	C	15		100		1
SL423	Professional and Academic Skills for Sport	4	1	C	15		100		1
MG409	Marketing Communications	4	1	C	15		100		2
MG413	Data Insight for Business Decisions	4	1	C	15			100	2
SL412	The Sport Business	4	1	C	15		60	40	2
BM414	Financial Decision Making	4	1	C	15		100		2
Level 5									
BM564	Enterprise and Entrepreneurship	5	3	C	15		50	50	1
MG529	Strategic Marketing	5	2	C	15		70	30	1

SL516	Sports Operations Management	5	2	C	15		70	30	1
SL535	Sport Sponsorship and Events	5	2	C	15		70	30	1
SL521	Understanding People in Sports Business	5	2	C	15		50	50	2
BM565	Digital Business and New Technologies	5	2	C	15		60	40	2
SL520	Research in Sport and Exercise	5	2	C	15		100		2
SL534	Sport Broadcasting and Media	5	2	C	15		70	30	2
Sandwich Year 3 - Option									
Level 6									
SL620	Research Dissertation	6	3	C	30		100		SB
SL676	Strategic Sports Management & Finance	6	3	C	15		100		2
MG618	Consumer Brand Relationship	6	3	C	15		100		1
SL613	Sport Commerce and Regulation	6	3	C	15		70	30	1
MG628	International Marketing Management	6	3	C	15			100	1
MG630	Change Management and Organisation Development	6	3	C	15		60	40	2
BM632	Managing and Developing Innovation	6	3	C	15			100	2
BM632	Managing and Developing Innovation	6	3	C	15			100	2

Course Title	BA (Hons) Sport Marketing with Foundation Year								
Course Code	BS1SMK5								
Mode of Study	Full Time								
Credit Value	UK	360			ECTS	180			
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award (Core / Optional)	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
Foundation Year									

FY026	Preparing for Success Knowledge and Creativity	0	1	C	n/a		100 %		S1/S2
FY027	Preparing for Success Self-development and Responsibility	0	1	C	n/a		60	40	S1/S2
FY028	Inquiry and Research Skills	0	1	C	n/a		100		S1/S2
FY021	Introduction to Business Studies	0	1	C	n/a		100		S1/S2
Level 4									
SL460	Sport and Society	4	1	C	15		100		1
MG411	Introduction to People Management	4	1	C	15		100		1
MG412	Principles of Marketing	4	1	C	15		100		1
SL423	Professional and Academic Skills for Sport	4	1	C	15		100		1
MG409	Marketing Communications	4	1	C	15		100		2
MG413	Data Insight for Business Decisions	4	1	C	15			100	2
SL412	The Sport Business	4	1	C	15		60	40	2
BM414	Financial Decision Making	4	1	C	15		100		2
Level 5									
BM564	Enterprise and Entrepreneurship	5	3	C	15		50	50	1
MG529	Strategic Marketing	5	2	C	15		70	30	1
SL516	Sports Operations Management	5	2	C	15		70	30	1
SL535	Sport Sponsorship and Events	5	2	C	15		70	30	1
SL521	Understanding People in Sports Business	5	2	C	15		50	50	2
BM565	Digital Business and New Technologies	5	2	C	15		60	40	2
SL520	Research in Sport and Exercise	5	2	C	15		100		2
SL534	Sport Broadcasting and Media	5	2	C	15		70	30	2
Level 6									
SL620	Research Dissertation	6	3	C	30		100		SB
SL676	Strategic Sports Management & Finance	6	3	C	15		100		2
MG618	Consumer Brand Relationship	6	3	C	15		100		1
SL613	Sport Commerce and Regulation	6	3	C	15		70	30	1
MG628	International Marketing Management	6	3	C	15			100	1

MG630	Change Management and Organisation Development	6	3	C	15		60	40	2
BM632	Managing and Developing Innovation	6	3	C	15			100	2

Table 3: Mapping of Programme Outcomes to Modules

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
A. Knowledge and Understanding					
A1	SL412 SL409 SL434 SL460	SL534 MG529 BM565 SL516	SL613 SL676		
A2	SL423 SL434 SL460	SL520 MG511	SL620 SL676		
A3	SL421 SL434 SL460	SL535 SL516	SL613 SL676		
A4	BM414 MG411 SL412	SL516 MG529 BM565	SL676 SL613		
B. Intellectual / Cognitive Skills					
B1	SL412 SL434 SL460	SL534 MG529 BM565	SL613 MG614		
B2	SL423 SL434 SL460	SL516 SL520	SL620 MG621		
B3	BM414 MG411 SL434 SL460	SL535 SL520	SL613 SL620		
B4	BM414 MG411 SL412	SL520 SL535	SL620 SL613		
C. Practical Skills					
C1	BM414 MG411 SL412	SL534 SL535	SL613 MG621		
C2	SL423 SL412	SL520 SL516	SL676 SL613		
C3	SL423 SL434 SL460	SL516 MG512	SL613 MG621		
C4	SL412 SL423	SL516 SL520	SL613 SL676		

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
C5	SL412 SL423 SL434 SL460	SL516 SL535 SL534	SL676 SL613		
D. Key / Transferable Skills					
D1	SL423 SL412	SL520 SL534	SL620 SL613		
D2	SL412 SL434 SL460	SL520 SL534	SL613 SL620		
D3	SL412 SL423	SL535 MG512	SL676 SL620 SL613		

SECTION D: CONTACT HOURS

Note: Hours are worked on the basis of full-time study. 1 Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will normally study 120 credits in an academic year which is therefore equated to 1200 notional hours. A full time postgraduate student will normally study 180 credits in an academic year which equates to 1800 hours. Module Descriptors provide detailed breakdowns of the categories given below.

Table 4: Breakdown of Contact Hours

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	288	912	n/a	1200
Year Two	288	912	n/a	1200
Year Three	216	984	n/a	1200
Total	792	2808	n/a	3600

Students who study this programme with a Foundation Year will complete an additional 1200 hours during that year.

SECTION E: ASSESSMENT REGULATIONS

This programme conforms to the approved University procedures as detailed on the University website.

The award will be calculated as follows:

- Level 4 – 0% - 120 credits
- Level 5 – 33.3% - 120 credits
- Level 6 – 66.7% - 120 credits

The following modules may not be condoned:

- Research Dissertation

No exit award is available for students who withdraw at the end of the Foundation Year.

This programme will be covered by the following University regulations: *University Academic Framework and Assessment Regulations*

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APPENDIX: OTHER AWARDS AVAILABLE

The following Exit Awards are available on this programme:

- Certificate of Higher Education (Cert HE)
- Diploma of Higher Education (Dip HE)
- Bachelor of Arts (Ordinary degree)

Exit Award Programme Learning Outcomes

Certificate of Higher Education

On successful completion of a **Certificate of Higher Education (Cert HE)**, a graduate will be able to:

- Demonstrate an understanding of key business foundation disciplines in sport and an ability to evaluate and interpret these within the context of sport.
- Collect information from a variety of authoritative sources in order to develop lines of argument in accordance with basic theories and concepts in sport Marketing.
- Communicate the results of their study/work accurately using a variety of communication styles
- Display a range of personal and interpersonal skills including effective teamwork and performing to deadlines.

A **Certificate of Higher Education (Cert HE)** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of 120 credits at Level 4. The following modules will count towards achievement of this award:

- | | |
|--|--------------|
| • SL460 Sport and Society (Core) | (15 Credits) |
| • MG411 Introduction to People Management (Core) | (15 Credits) |
| • MG412 Principles of Marketing (Core) | (15 Credits) |
| • SL423 Professional and Academic Skills for Sport | (15 Credits) |
| • MG409 Marketing Communications (Core) | (15 Credits) |
| • MG413 Data Insight for Business Decisions (Core) | (15 Credits) |
| • SL412 The Sport Business (Core) | (15 Credits) |
| • BM414 Financial Decision Making (Core) | (15 Credits) |

Diploma of Higher Education

On successful completion of a **Diploma of Higher Education (Dip HE)**, a graduate will be able to:

- Demonstrate knowledge and critical understanding of the well-established principles in the field of sports marketing and the way in which those principles have developed
- Apply underlying concepts and principles outside the context in which they were first studied, including the application of those principles
- Use a range of established techniques to undertake analysis of information and propose solutions to problems arising from that analysis
- Demonstrate an awareness of different concepts and frameworks and identify those areas where the knowledge base is most/least secure

- Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences

A **Diploma of Higher Education (Dip HE)** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of a combined total of 240 Credits comprising 120 credits at Level 4 **and** 120 Credits at Level 5. All modules at Level 4 and the following modules at Level 5 will count towards achievement of this award:

- BM564 Enterprise and Entrepreneurship **(Core)** (15 Credits)
- MG529 Strategic Marketing **(Core)** (15 Credits)
- SL516 Sports Operations Management **(Core)** (15 Credits)
- SL535 Sport Sponsorship and Events **(Core)** (15 Credits)
- SL521 Understanding People in Sports Business **(Core)** (15 Credits)
- BM565 Digital Business and New Technologies **(Core)** (15 Credits)
- SL520 Research in Sport and Exercise **(Core)** (15 Credits)
- SL534 Sports Broadcasting and Media **(Core)** (15 Credits)

Ordinary degree

On successful completion of a **Bachelor of Arts (Ordinary degree)**, a graduate will be able to:

- Critically evaluate the range of activities within the key functional areas and their interrelationship and interconnectedness
- Critically analyse theories and concepts within a changing environment
- Create, evaluate and assess options to enable effective problem solving and decision making using appropriate qualitative, quantitative and ICT techniques and skills
- Display a range of personal and interpersonal skills including taking initiative and communicating effectively and persuasively

An **Ordinary degree** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of a combined total of 300 Credits comprising 120 credits at Level 4, 120 Credits at Level 5, **and** 60 Credits at Level 6. All modules at Levels 4 and 5 and the following modules at Level 6 will count towards achievement of this award:

- SL676 Strategic Sports Management & Finance **(Core)** (15 Credits)
- MG618 Consumer Brand Relationship **(Core)** (15 Credits)
- SL613 Sport Commerce and Regulation **(Core)** (15 Credits)
- MG628 International Marketing Management **(Core)** (15 Credits)
- MG630 Change Management and Organisation Development **(Core)** (15 Credits)
- SL676 Strategic Sports Management & Finance **(Core)** (15 Credits)
- BM632 Managing and Developing Innovation **(Core)** (15 Credits)