

Liverpool John Moores University

Title: SPORTS ECONOMICS AND MANAGEMENT (V.2)
Status: Definitive
Code: **5005SPOSCI** (114241)
Version Start Date: 01-08-2011

Owning School/Faculty: Sports Sciences
Teaching School/Faculty: Sports Sciences

Team	Leader
David Richardson	Y

Academic Level: FHEQ5
Credit Value: 24.00
Total Delivered Hours: 49.00
Total Learning Hours: 240
Private Study: 191

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	36.000
Seminar	4.000
Tutorial	8.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report	50.0	
Exam	AS3	Investment Strategy	25.0	1.00
Presentation	AS2	Presentation	25.0	

Aims

This module aims to widen the students knowledge of sport management, marketing and sport economics. Furthermore, it seeks to broaden the knowledge of marketing and economic behaviour within the sport environment and emphasizes a more strategic approach to sport management and marketing techniques.

Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss the key features of sports economics.
- 2 Examine the marketing procedures utilised within the sports environment.
- 3 Analyse the operational and strategic marketing approaches utilised within the sports environment.
- 4 Conduct a market report concerning a product, service or business within the sports environment.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Investment Strategy Report	1	2	3	4
Essay style	1	3		
Investment Presentation	2	3		

Outline Syllabus

Sport economics and management
Organizational behaviour
Strategic concepts
Sport Marketing
Principles of sport economics and Sports industries
The demand for sport
Sport advertising
Sport Finance and the Stockmarket
Sports goods industries
Lifestyle marketing
Sports communication
Sport in the city
The football industry
Salary caps
Managing young people in sport

Learning Activities

Students are expected to attend timetabled lectures and are encouraged to utilise the available directed learning and reflective tutorial time to discuss and seek advice from module staff and/or conduct essential reading. Some of the teaching sessions will contain group-work activities where students will be required to engage in

debate, analysis and problem-solving to enhance their own learning. Students should complete the required and recommended reading to broaden their knowledge and understanding, along with their ability to evaluate appropriate reference material. Students will be required to evidence this in the production of their coursework and a presentation.

References

Course Material	Book
Author	Chisnall, P.
Publishing Year	2001
Title	Marketing Research.
Subtitle	
Edition	6th edition
Publisher	London, McGraw-Hill
ISBN	007709751 3

Course Material	Book
Author	DCMS/Strategy Unit
Publishing Year	2002
Title	Game Plan
Subtitle	a Strategy for Delivering Governments Sport and Physical Activity Objectives
Edition	
Publisher	HMSO, London
ISBN	

Course Material	Book
Author	Gratton, C. and Taylor, P.
Publishing Year	2000
Title	Economics of Sport and Recreation.
Subtitle	
Edition	
Publisher	London, E & FN Spon
ISBN	

Course Material	Book
Author	Parks, J.B., Zanger, B.R.K. and Quarterman, J.
Publishing Year	1998
Title	Contemporary Sport Management.
Subtitle	
Edition	
Publisher	Leeds, Human Kinetics.
ISBN	0 87322 836 7

Course Material	Book
Author	Sport England
Publishing Year	2000
Title	England, the Sporting Nation:
Subtitle	a Strategy.
Edition	
Publisher	Sport England.
ISBN	

Course Material	Book
Author	Torkildsen, G.
Publishing Year	1999
Title	Leisure and Recreation Management
Subtitle	
Edition	4th ed.
Publisher	E&FN Spon.
ISBN	

Course Material	Book
Author	Fried, G., Shapiro, S.J., Deschrive, T.D.
Publishing Year	2003
Title	Sport Finance
Subtitle	
Edition	
Publisher	Human Kinetics
ISBN	

Notes

This course explores the key principles of sports economics and the nature of national and international sports environment. It identifies the essential factors underlying the dynamics of sports businesses and analyses their relationship with commercial sports, sports marketing and sports sponsorship. It aims to develop an understanding of the concepts of sport management, its role within sports development and the implicit utilisation of operational and strategic management and marketing techniques. The module also provides the student with an implicit understanding of the cultural issues inherent within the sports environment.

Marketing research is the process of gathering, recording and analyzing of critical and relevant facts about any problem in any branch of human activity. Marketing Research indicates critical and searching study and investigation of a problem, a proposed course of action, a hypothesis or a theory. It is a systematic, objective and intensive search for and analysis of the data (facts and figures) relevant to the identification and solution of any problem in the field of marketing. Marketing research is a key to the evolution of successful marketing strategies and programmes. It is an important tool to study buyer behavior, changes in consumer lifestyles and consumption patterns, brand loyalty and forecast market changes. Research is also used to study competition and analyze the competitor product's positioning and how to gain competitive advantage. Recently, marketing research is being used to help create and enhance brand equity. Marketing Research – Now before we start, think how much time and money do you spend on every activity of your business whether manufacturing a product or giving service. The money, of course, might be as per the set budget and time might be planned, however, how much time and money you spend distributing or selling your product and services.

The term marketing research is used extensively in modern marketing management. It acts as a tool for accurate decision making as regards marketing of goods and services. It is also useful for studying and solving different marketing problems in a systematic and rational manner. Marketing research plays two key roles in the marketing system. First, it provides decision makers with data on the effectiveness of the current marketing mix. 6. and offers insights into necessary changes. Second, marketing research is the primary tool for exploring new opportunities in the marketplace. The American Marketing research is the process of gathering, recording and analyzing of critical and relevant facts about any problem in any branch of human activity. Marketing Research indicates critical and searching study and investigation of a problem, a proposed course of action, a hypothesis or a theory. It is a systematic, objective and intensive search for and analysis of the data (facts and figures) relevant to the identification and solution of any problem in the field of marketing. Marketing research is a key to the evolution of successful marketing strategies and programmes. It is an important tool to study buyer behavior, changes in consumer lifestyles and consumption patterns, brand loyalty and forecast market changes. Research is also used to study competition and analyze the competitor product's positioning and how to gain competitive advantage. Recently, marketing research is being used to help create and enhance brand equity.