

Unit Outline (Higher Education)

Institute / School:	Institute of Health and Wellbeing
Unit Title:	INTRODUCTION TO SPORT MARKETING
Unit ID:	ISMAN1005
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080505

Description of the Unit:

This unit introduces students to the fundamental marketing principles and strategies applied to sport-specific marketing contexts. Through case studies, the unit will explore how to plan, implement and evaluate sport marketing strategies for international and national sport organisations. Students will recognise the characteristics and behaviours of sport consumers, identify sport marketing opportunities, generate sport marketing objectives, and devise and evaluate marketing activities for sport services and products. The value of sponsorship, partnerships and dynamic ticket pricing, along with the unique aspects of professional sport fandom and loyalty will be covered.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment.

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	■	■	✓	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Reflect on the Psychological Continuum Model (PCM) and how it underpins sport consumption decision making processes.
- K2.** Classify and explain the characteristics and behaviours of sport consumers globally.
- K3.** Identify opportunities to market and promote sport organisations.

Skills:

- S1.** Research, synthesise and critically evaluate information to develop a dynamic marketing plan.
- S2.** Explain how sport marketing principles can be applied to sport organisations to enhance the growth of the sport internationally.
- S3.** Research, synthesise and critically evaluate information to develop innovative and contemporary sport marketing strategies and recommendations.

Application of knowledge and skills:

- A1.** Apply the theoretical principles of marketing as they relate in sport to different global and national scenarios and challenges.

Unit Content:

Unit content topics may include:

- Introduction to sport marketing
- Understanding the sport consumer
- Identifying sport marketing opportunities
- Developing sport marketing objectives and marketing segmentation
- Sport marketing promotion
- Sport product and branding
- Sport pricing
- Sport sponsorship
- Sport social media marketing
- Sport marketing implementation and control review

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, A1	To demonstrate knowledge of the psychological continuum model (PCM) through a personal reflection.	Personal reflection	15-25%

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K2, K3, S1 S2, A1	Prepare a marketing promotional pitch to confirm knowledge of theoretical principles applied to a real-world scenario.	Video powerpoint presentation	20-40%
K1, K2, K3, S2, S3, A1	To demonstrate knowledge of the marketing principles applied by an international sport organisation to improve the global following of the sport through effective written communication to practical applications.	Written report	30-50%

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

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