

# Unit Outline (Higher Education)

**Institute / School:** Institute of Health and Wellbeing

**Unit Title:** APPLIED SPORT MARKETING

**Unit ID:** ISMAN3002

**Credit Points:** 15.00

**Prerequisite(s):** (ISMAN1005)

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED:** 080505

**Description of the Unit:**

This unit uses real-life scenarios to support an active learning approach where students are expected to research and apply marketing theoretical concepts within an international or national sports landscape. This unit aims to develop students' understanding of how to apply knowledge in the planning, implementation, and evaluation of marketing plans. Students will explore contemporary marketing trends in consumer profiling and behaviours of target markets in the context of the real-life scenario. They will conduct marketing analysis to inform a contemporary digital marketing plan for the real-life scenario with a focus on the analysis of external and internal influences on the marketplace, roles of key stakeholders, competitors and value creation opportunities. Students will identify the target market and market segmentation strategies, branding strategies, marketing opportunities and distribution channels for the digital economy.

**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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Learning Outcomes:

On successful completion of the unit the students are expected to be able to:

#### Knowledge:

- K1.** Identify and discuss the latest market trends of consumers' behaviours and motivations of potential target markets of sport.
- K2.** Identify and assess the current marketplace environment to inform marketing trends, opportunities and strategies for a digital marketing plan.
- K3.** Determine and discuss current marketing distribution channels and brand strategies for the digital economy.

#### Skills:

- S1.** Interpret and critically analyse the internal and external marketing environment to develop an innovative marketing plan for a sports organisation.
- S2.** Develop and justify innovative marketing opportunities and strategies for a digital marketing campaign for a sports organisation.
- S3.** Critically analyse and evaluate information from a number of sources to inform marketing trends, opportunities and strategies for a marketing plan.

#### Application of knowledge and skills:

- A1.** Exercise critical thinking and judgment in identifying innovative sport marketing opportunities and strategies.
- A2.** Create and justify an innovative and contemporary marketing plan by applying the key theoretical principles and processes of sport marketing.
- A3.** Demonstrate the ability to professionally present a marketing plan by organising, structuring and presenting information accurately and confidently.
- A4.** Analyse and interpret consumer behaviour of sport to develop an innovative marketing plan.

#### Unit Content:

Global sport business and the consumption of sport

Consumer behaviours

Distribution channels and the digital economy

Strategic branding for sport

Analysis of the marketing place

Trends of technology and data in sport

Competitor and value creation analysis

Identifying the target market and marketing segmentation strategies

Identify marketing opportunities for the digital economy

Marketing and branding strategies

Digital marketing campaign

Marketing budget and measuring return on investment

## FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**tttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all must be directly assessed in each Course.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	Students will demonstrate the ability to effectively communicate, interact and work with others both individually and in groups. Students will be required to display skills in-person and/or online in: <ul style="list-style-type: none"> <li>Using effective verbal and non-verbal communication</li> <li>Listening for meaning and influencing via active listening</li> <li>Showing empathy for others</li> <li>Negotiating and demonstrating conflict resolution skills</li> <li>Working respectfully in cross-cultural and diverse teams.</li> </ul>	K1, S2, A3, A4	AT1, AT2, AT3
FEDTASK 2 Leadership	Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in: <ul style="list-style-type: none"> <li>Creating a collegial environment</li> <li>Showing self-awareness and the ability to self-reflect</li> <li>Inspiring and convincing others</li> <li>Making informed decisions</li> <li>Displaying initiative</li> </ul>	S1, S2, S3, A3	AT2, AT3
FEDTASK 3 Critical Thinking and Creativity	Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in: <ul style="list-style-type: none"> <li>Reflecting critically</li> <li>Evaluating ideas, concepts and information</li> <li>Considering alternative perspectives to refine ideas</li> <li>Challenging conventional thinking to clarify concepts</li> <li>Forming creative solutions in problem solving</li> </ul>	S1, S2, S3, A1, A4,	AT1, AT2, AT3

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 4 Digital Literacy	Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in: <ul style="list-style-type: none"> <li>• Finding, evaluating, managing, curating, organising and sharing digital information</li> <li>• Collating, managing, accessing and using digital data securely</li> <li>• Receiving and responding to messages in a range of digital media</li> <li>• Contributing actively to digital teams and working groups</li> <li>• Participating in and benefiting from digital learning opportunities</li> </ul>	K3, S2,	AT2, AT3
FEDTASK 5 Sustainable and Ethical Mindset	Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in: <ul style="list-style-type: none"> <li>• Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts</li> <li>• Committing to social responsibility as a professional and a citizen</li> <li>• Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses</li> <li>• Embracing lifelong, life-wide and life-deep learning to be open to diverse others</li> <li>• Implementing required actions to foster sustainability in their professional and personal life.</li> </ul>	K2, S1	AT1, AT2, AT3

### Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, K3, S1, S3, A4	Discuss contemporary marketing trends on consumers' behaviours of sport.	Essay	30-40%
K1, K2, K3, S1, S2, S3 A1, A4	Marketing analysis report to inform a marketing plan for a digital campaign.	Report	30-50%
K1, K2, K3, S1, S2, S3, A1, A2, A3, A4	Presentation of a marketing plan for a digital sport marketing campaign	Presentation pitch	30-40%

### Adopted Reference Style:

APA

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

Fed Cite - [referencing tool](#)