



Course Outline (Higher Education)

School:	School of Science, Psychology and Sport
Course Title:	SPORTS MARKETING
Course ID:	SPMAN1002
Credit Points:	15.00
Prerequisite(s):	(SPMAN1101 or SPMAN1104)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	80505

Description of the Course :

This is an introductory course to introduce students to the philosophy, processes, principles, and tools of sport marketing in order to plan, implement and evaluate sport marketing strategies for a small to medium sport organisation. The course highlights the philosophy, processes, principles, and tools of sport marketing using case studies in order for students to appreciate 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.

Grade Scheme: Graded (HD, D, C, etc.)

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 course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	■	■	✓	■	■	■

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Identify and describe the key philosophy, principles, and processes of sport marketing.
- K2.** Outline and describe the key tools used to identify sport marketing opportunities and devise marketing activities for sport products/services.
- K3.** Classify and explain the characteristics and behaviours of sport consumers.
- K4.** Identify and explain how the theoretical principles of sport marketing relate to their practical application within the sport industry.

Skills:

- S1.** Research, synthesise and critically analyse information to develop innovative sport marketing strategies and recommendations.
- S2.** Demonstrate an ability to organise, structure and present information accurately and confidently.

Application of knowledge and skills:

- A1.** Apply the theoretical principles of marketing as they relate to sport to different scenarios and problems in order to demonstrate understanding and comprehension.

Course Content:

This course introduces students to the philosophy, processes, principles, and tools of sport marketing in order to understand the development of sport marketing plans and sponsorship proposals for a small to medium sports organisations. The course content includes: identifying sport marketing opportunities; developing sport marketing direction and positioning; planning the sport marketing mix; and sport marketing implementation and control.

Values:

- V1.** Appreciate the complexity and challenges associated with sport marketing environment.
- V2.** Recognise the importance of sport marketing principles and practices with the management of sport organisations.
- V3.** Appreciate the level of detail and critical thinking required in the development of a sport marketing plan and sponsorship proposal.

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the Higher Education Graduate Attributes Policy (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each**

program

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K2, S1	A, A	AT2, AT4	C, B
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	A1	A	AT3	B
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	A1	A	AT3	C
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	S2	A	AT3	C
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	Not applicable	Not applicable	Not applicable	Not applicable

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1-4, S1, A1	Make informed contributions to activities and discussions regarding sport marketing case studies and theory.	At least 90% attendance and participation in weekly seminar activities	S/U
K1, K2, K3, A1	Short online quizzes to test knowledge of theoretical principles and their practical applications	Weekly online quizzes	20-40%
S1, S2, A1	Prepare a sponsorship proposal to confirm knowledge of theoretical. principles and applied to a real world scenario.	Sponsorship Proposal	30-50%
K1, K2, S2	Test knowledge of theoretical principles and their practical application.	Test	20-40%

Adopted Reference Style:

APA