



UNIVERSITY
OF LONDON



SPORTS MARKETING, SPONSORSHIP AND MEDIA

In collaboration with



All modules on the PGCert International Sports Management are available to study individually as professional short courses, similar to masterclasses. Each module delves deeper into specialised knowledge allowing you to develop the competences needed in a specialist field within International Sports Management. Successful completion positions you for career development and progression to the PGCert.



Exploring the sports marketing mix

Expected to be available to study in September 2020, this module takes the core principles of marketing and uses it to analyse sports markets.

You will evaluate the brands and differential advantages of sports organisations and explore how these meet the needs and wants of sports fans.

You will also examine how these organisations critically appraise the challenges and opportunities in implementing sports marketing strategies through the sports marketing mix of services, people, processes, promotion, prices and place.

The module also focuses on the role of sponsorship and media for sports organisations.

Topics covered

You will study a variety of topics including:

Sports market analysis and strategy

- sports markets and sports marketing
- fan-based analysis and fan engagement
- sports brands

The sports marketing mix

- the Sports Servicescape and fan experience
- pricing and promotion in sport
- sports sponsorship: trends, motivations and effectiveness
- sponsorship activation
- changing channels to sports marketing: media and media rights.

Learning outcomes

By the end of this module you will be able to

- analyse fan-bases and fan motivations for engagement with sport
- critically evaluate key sports marketing concepts and

apply these to their own and other contexts

- develop strategies for the creation and management of successful sports brands
- evaluate the challenges and opportunities in the sports marketing mix and recommend effective strategies for addressing these.

Assessment

Assessment for this module will include:

- one oral (recorded) presentation and accompanying transcript of 750 words (30 per cent)
- one 2,000-word marketing plan (70 per cent).

Scholarships

Scholarships for the PGCert International Sports Management are available through the World Academy of Sport and the University of London. For more information on eligibility and how to apply, visit: london.ac.uk/sports-management

Further information

For further information on the PGCert in International Sports Management and individual modules available to study, please visit: london.ac.uk/sports-management



This module covers the principles of sports marketing with an emphasis on sponsorship, sales, and media. The module is based on a combination of real sports clubs and agents models, including an adapted Premier League holistic step-by-step model for sponsorship, sales, and communication strategy. Upon the completion of this module, you will have the practical know-how of establishing sales and marketing teams and securing sponsorship deals.

Georgi Ivanov, online tutor and CEO of Dolphin Marketing Press Ltd

“This module critically examines and applies the core principles and modern techniques of marketing, media and sponsorship in the sport industry. Subsequently, the module empowers you to critically appraise the challenges and opportunities in implementing effective marketing strategies within the dynamic sport industry.”

**Dr Oscar Mwaanga,
Programme Director,
PGCert International
Sports Management**

Follow us on:



[london.ac.uk/
facebook](https://www.facebook.com/london.ac.uk/)



[london.ac.uk/
flickr](https://www.flickr.com/photos/london.ac.uk/)



[london.ac.uk/
instagram](https://www.instagram.com/london.ac.uk/)



[london.ac.uk/
issuu](https://www.issuu.com/london.ac.uk/)



[london.ac.uk/
linkedin](https://www.linkedin.com/company/london.ac.uk/)



[london.ac.uk/
twitter](https://twitter.com/london.ac.uk/)



[london.ac.uk/
youtube](https://www.youtube.com/channel/UC...)

worldacademy.sport

[london.ac.uk/
sports-management](https://london.ac.uk/sports-management)