



Course Specifications

Course Title:	Sports Marketing
Course Code:	MKT1435
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

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7. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered: -
4. Pre-requisites for this course (if any): MKT1211
5. Co-requisites for this course (if any): -

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Projects/Research Essays/Theses	2
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course focuses on the basic fundamentals of sports marketing as well as marketing with regards to professional sports, and legal issues of sports marketing. The course provides the students with an opportunity to apply key marketing concepts and strategies within various settings in order to gain better understanding of this important market.

2. Course Main Objective

1. Students will understand the terminology and conceptual tools to explore the world of sports
2. Learn how to apply the marketing concepts to sport management.
3. Students will how to strengthen, grow and use fan bases for sponsors.
4. This course will provide students with the advantages of sports relationships in positioning and building brands.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Outline the importance of marketing principles and concepts and its impact in the world of sports	K.2
1.2	Discuss the concepts of sports market segmentation, targeting and product positioning and the variables used to segment consumer markets	K.3
2	Skills:	
2.1	Evaluate the various market research approaches for sports organizations	S.1
2.2	Apply techniques of marketing analysis towards evaluating sports marketing plans	S.2
3	Competence:	
3.1	Exercising leadership in pursuit of innovative and practical solutions for problems in sports marketing.	C.2
3.2	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate sports related activities.	C.3

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Sports Marketing	3
2	Domains of Sports Marketing	3
3	Marketing of Sports Products	6
4	Segmentation of the Sports Market	3
5	Product decisions in Sports Marketing	6
6	Distribution decisions in Sports Marketing	6
7	Pricing decisions in Sports Marketing	6
8	Developing a promotional strategy for Sports Marketing	6
9	Latest trends in sports marketing	3
10	Ethical Issues	3
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Outline the importance of marketing principles and concepts and its impact in the world of sports	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) 	Written test <ul style="list-style-type: none"> • True/False • MCQs Essay questions
1.2	Discuss the concepts of sports market segmentation, targeting and product positioning and the variables used to segment consumer markets	<ul style="list-style-type: none"> • Interactive learning 	
2.0	Skills		
2.1	Evaluate the various market research approaches for sports organizations	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) 	<ul style="list-style-type: none"> • Essay • Assignment Case study
2.2	Apply techniques of marketing analysis towards evaluating sports marketing plans	<ul style="list-style-type: none"> • Interactive learning 	
3.0	Competence		
3.1	Exercising leadership in pursuit of innovative and practical solutions for problems in sports marketing.	<ul style="list-style-type: none"> • Students group Independent study (Group project) 	Presentations (Rubric) Discussions Projects
3.2	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate sports related activities.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homeworks/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Fullerton, S. (2017). Sports Marketing, 3rd Edition, US: Chicago Business Press. ISBN-13:978-0-615-80022-6
Essential References Materials	Journals and Reports distributed on the bases of lectures delivered to the students.
Electronic Materials	Electronic materials posted on the LMS
Other Learning Materials	Magazines and Newspapers

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> Peer reviewer 	<ul style="list-style-type: none"> Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none"> Faculty members 	<ul style="list-style-type: none"> Direct
Quality of learning resources	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT department council
Reference No.	Council meeting No.1
Date	08/09/2019

