

Subject Description Form

Subject Code	BME5382
Subject Title	Sports Marketing and Event Management
Credit Value	3
Level	5
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	<p>To enable the students to:</p> <ol style="list-style-type: none"> 1. understand the fundamentals of sports marketing and its significance in the sports industry; 2. appreciate the strategies involved in promoting sports events and managing sports brands; and 3. gain practical experience in planning and executing sports events.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Understand the key concepts and principles of sports marketing and their application in the sports industry. b. Recognize and analyze the strategies and impacts of marketing and branding in promoting sports and sports events. c. Develop practical skills in planning, organizing, and managing sports events, including logistics, sponsorship, and stakeholder engagement.
Contribution to Programme Outcomes (Refer to Part I Section 2)	<p>Program Learning Outcome (a) Acquire and apply advanced levels of knowledge and skills in the sports technology and management discipline. (Teach, Practice, Measure)</p> <p>Programme Learning Outcome (c) Demonstrate a higher level of professional competence to cope with the rapid changes in practice in the sports technology and management discipline. (Teach, Measure)</p> <p>Programme Learning Outcome (e) Demonstrate abilities to continuously develop in professional practice. (Teach, Practice)</p>
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction to Sports Marketing <ul style="list-style-type: none"> • Fundamentals of sports marketing: Overview of key concepts, definitions, and the role of marketing in the sports industry. • Market analysis and segmentation: Techniques for analyzing sports markets, identifying target audiences, and segmenting the market for effective marketing strategies. 2. Sports Branding and Promotion <ul style="list-style-type: none"> • Brand management in sports: Principles of building and managing strong sports brands, including brand identity, positioning, and equity. • Promotion strategies: Various promotional tools and techniques used in sports marketing, such as advertising, public relations, sponsorship, and endorsements. • Marketing performance metrics: Methods for measuring the effectiveness of sports marketing strategies and campaigns, including ROI analysis and fan engagement metrics. 3. Event Management in Sports <ul style="list-style-type: none"> • Event planning and logistics: Steps involved in planning and organizing sports events, including venue selection, scheduling, and resource allocation. • Sponsorship and partnerships: Strategies for securing sponsorships, managing relationships with sponsors, and creating mutually beneficial partnerships. 4. Digital Media and Emerging Technologies

	<ul style="list-style-type: none">• Digital marketing in sports: Use of digital media platforms for marketing sports events and engaging with fans, including social media, content marketing, and email campaigns.• Emerging technologies: Impact of technologies such as AR/VR, mobile applications, and data analytics on sports marketing and event management. <p>5. Challenges and Opportunities in Sports Marketing and Event Management</p> <ul style="list-style-type: none">• Contemporary issues: Discussion of current trends, challenges, and opportunities in sports marketing, such as globalization, ethical considerations, and sustainability.• Case studies and practical applications: Analysis of real-world examples and best practices in sports marketing and event management, providing students with practical insights and skills.							
Teaching/Learning Methodology	Lectures and individual written assignments.							
	Teaching/ learning methodology	Intended subject learning outcomes						
		a	b	c				
	1. Lectures	✓	✓					
	2. Case study	✓	✓	✓				
	3. Seminar	✓	✓	✓				
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed					
			a	b	c			
	1. Assignment	50%	✓	✓				
	2. Case study (presentation/ report)	20%	✓	✓	✓			
	3. Final quiz	30%	✓	✓	✓			
	Total	100 %						
	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: The assignments will be used to assess the students’ mastery of knowledge and analytic ability of the marketing and promotion strategies. The case study and final quiz will assess the students’ skill and practical abilities in addition to above mentioned two assessment items.							
Student Study Effort Expected	Class contact:							
	▪ Lectures						33 Hrs.	
	▪ Case study						6 Hrs.	
	Other student study effort:							
	▪ Self-study						30 Hrs.	
	▪ Assignments and final quiz preparation						48 Hrs.	
	Total student study effort						117 Hrs.	
Reading List and References	<ol style="list-style-type: none">1. Shank, M. D., & Lyberger, M. R. (2014). Sports Marketing: A Strategic Perspective (5th ed.). Routledge.2. Mullin, B. J., Hardy, S., & Sutton, W. A. (2014). Sport Marketing (4th ed.). Human Kinetics.3. Stotlar, D. K. (2019). Developing Successful Sport Marketing Plans (4th ed.). Fitness Information Technology.4. Masterman, G. (2014). Strategic Sports Event Management (3rd ed.). Routledge.							

	5. Westerbeek, H., & Smith, A. (2003). Sport Business in the Global Marketplace. Palgrave Macmillan.
Date of Last Major Revision	20 August 2025
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