

AY 2011/12 programme Structure

SPORTS DEVELOPMENT AND MARKETING

Duration: 3 years full-time/6 years part-time
Total credit rating: 360
UCAS code: C6C8

Level 4 – No longer available for study

Level 5 – no longer available for study

Progression requirements: minimum of 100 credits from Level 4 including SHN4702 or equivalent

Core:	Candidates are required to take:		
MKT 5232	Real World Marketing	Sem 1&2	20 credits
SHL 5302	Research Methods/Health Development	Sem 1&2	20 credits

and are required to choose 20 credits from:

SHN 5722	Professional Development and Placement 2	Sem 1&2	20 credits
FAS 5002	Volunteering	Sem 1&2	20 credits

and are required to choose 60 credits from:

MKT 5272	Consumer Behaviour	Sem 1&2	20 credits
MKT 5282	Practical Marketing Communications	Sem 1&2	20 credits
SHL 5342	Leisure Facility Analysis/ Community Fitness	Sem 1&2	20 credits
SHL 5362	Sport, Politics & History	Sem 1&2	20 credits
SHL 5372	Sport Psychology and Coaching	Sem 1&2	20 credits
SHL 5392	Event Management & Marketing	Sem 1&2	20 credits

Level 6 – available for study 2011/12 only

Progression requirements: minimum of 100 credits from Level 4 including SHN4702 or equivalent, and a minimum of 100 credits from Level 5 including SHN5722 or FAS5002 , or equivalent.

Core:	Candidates are required to take:		
MKT6242	Marketing Strategy and Planning	Sem 1&2	20 credits
SHL 6352	Community Sport Development/Special Populations	Sem 1&2	20 credits

and are required to choose 20 credits from:

SHN 6602	Research Project	Sem 1&2	20 credits
SHN 6734	Dissertation	Sem 1&2	40 credits

Candidates who select **SHN6602 MUST** choose a further **60** credits from:

Candidates who select **SHN6734 MUST** choose a further **40** credits from:

SHL 6342	Sport in Society	Sem 1&2	20 credits
SHL 6372	Leisure Studies/Leisure Management	Sem 1&2	20 credits
SHL 6412	Eating Disorders/Sports Nutrition	Sem 1&2	20 credits
SHN 6712	Applied Sport Psychology	Sem 1&2	20 credits
SHN 6722	Physical Activity and Health Trainer	Sem 1&2	20 credits
SHN 6742	Sport Injury/Sport Therapy	Sem 1&2	20 credits

Candidates are not permitted to take any modules outside those stipulated above.