

MARKETING AND SPORT (Single Honours)**MKTSPRTBM**

Duration: 3 years full-time/6 years part-time
Course code: 6Y9M
Award: **BA (Hons)** 360 credits (180 ECTS)
Subsidiary Awards: DipHE 240 credits
 CertHE 120 credits

Level 4 – available from 16/17 entry

Please refer to the Prospectus for entry requirements;

Core:	Candidates are required to take:		
SHN 4332	Youth Sport Development	Sem 1	20 credits
BMM 4412	Management and Organisational Behaviour	Sem 1	20 credits
BMM 4992	Critical Thinking Skills	Sem 1	20 credits
BMM 4422	Marketing Fundamentals	Sem 2	20 credits
BMM 4452	Professional Development and Placement 1	Sem 2	20 credits
SHN 4462	Sport in the UK	Sem 2	20 credits

Level 5 – available from 17/18

Progression requirements; minimum of 120 credits from level 4, or equivalent;

Core:	Candidates are required to take:		
SHL 5362	Global Sport	Sem 1	20 credits
SHN 5242	Event Management	Sem 1(tbc)	20 credits
BMM 5582	Business Research	Sem 2	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits
BMM 5292	Services Marketing	Sem 2	20 credits
BMM 5402	Professional Development and Placement 2	Sem 1 & 2	20 credits

Level 6 – available from 18/19

Progression requirements; minimum of 120 credits from level 5 and 120 credits from Level 4, or equivalent;

Core:	Candidates are required to take:		
BMM 6582	e-Business and e-Marketing	Sem 1	20 credits
BMM 6242	Marketing Strategy and Planning	Sem 1	20 credits
BMM 6324	Work-based Research Project	Sem 1 & 2	40 credits

and are required to choose 20 credits from:

SHN 6262	Sport and Society	Sem 2	20 credits
SHN 6282	Community Sports Development	Sem 2	20 credits
SHN 6322	Leisure Management	Sem 2	20 credits
BMM 6502	International Marketing	Sem 2	20 credits