



# 2016 HANDBOOK SPORT STUDIES

 **DUT**  
**DURBAN**  
UNIVERSITY OF  
TECHNOLOGY

 **FACULTY OF  
APPLIED  
SCIENCES**

# **HANDBOOK FOR 2016**

**FACULTY OF  
APPLIED  
SCIENCES**

**DEPARTMENT of  
SPORT STUDIES**

## **IMPORTANT NOTICES**

Your registration is in accordance with all current rules of the Institution. If, for whatever reason, you do not register consecutively for every year/semester of your programme, your existing registration contract with the Institution will cease. Your re-registration anytime thereafter will be at the discretion of the institution and, if permitted, will be in accordance with the rules applicable at that time.

The rules in this departmental handbook must be read in conjunction with the General Rules (G Rules) contained in the DUT General Handbook for Students as well as the relevant Study Guides.

With respect to an appeal, your attention is specifically drawn to Rules GI (8) and (9), and to the process of dealing with students issues.

**STRATEGIC DIRECTION (2015-2019)**  
**FACULTY OF APPLIED SCIENCES**  
**[Educate. Engage. Innovate.]**

**VISION**

Leading innovation through science and technology.

**MISSION STATEMENT**

- Educate students
- Generate new scientific knowledge
- Engage communities

**VALUES**

1. **Accountability:** We take ownership of all activities, resources and tasks required of us. We deliver on our promises and responsibilities.
2. **Integrity:** We adhere to moral standards and principles. We are transparent and consistent in all our actions, and lead by example.
3. **Dedication:** We are committed to achieving our goals and expectations.
4. **Professionalism:** We operate within clear boundaries with respect to our code of conduct.
5. **People Oriented:** We are committed to sustaining the morale and holistic development of staff and student. We value diversity in all forms.

**DEPARTMENT OF SPORT STUDIES**

**VISION**

A recognised sport institute of innovative graduates to industry.

**MISSION STATEMENT**

Empowering students to build sustainable futures in sport.

**VALUES**

1. **Commitment:** We keep our promises. Always accountable)
2. **Integrity:** We are honest and fair in all our dealings. We have pride for what we do.)
3. **Professionalism:** We maintain highest standards of ethics. We walk the talk)
4. **Health and Wellness:** We promote a physically active and healthy lifestyle)
5. **People-Centered:** We have respect for all. We embrace diversity)
6. **Collaboration:** We value partnerships with key stakeholders. Our success depends on their success)

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## **I. DEPARTMENTAL & FACULTY CONTACT DETAILS**

### **All departmental queries to:**

Secretary: Ms Shobana Singh  
Tel No: 031 373 6878  
Fax No: 031 373 5184  
Email: shobanas@dut.ac.za  
Location of Department: 4th Floor, B Block ML Sultan Campus

### **All Faculty queries to:**

Faculty Officer: Ms G Shackleford  
General Enquiries No: 031 373 2506  
Facsimile No: 031 373 2175  
Email: dutfas@dut.ac.za  
Location: Block S4 Level 3, Steve Biko Campus

Faculty Assistant: Sphamandla Masuku  
General Enquiries No: 031 373 3036  
Facsimile No: 031 373 2175  
Email: spha@dut.ac.za  
Location: Block S4 Level 3, Steve Biko Campus

### **Executive Dean:**

Executive Dean's Secretary: Prof S Singh  
Telephone No: Ms Nirvana Naidoo  
031 373 2720  
Facsimile No: 031 373 2724  
Email: dutfas@dut.ac.za  
Location: Between Block S6 and S7, Level 4,  
Steve Biko Campus

## 2. DEPARTMENTAL STAFF

**Head of Department** Ms T Schafer, Master of Sport Science Biokinetics (UKZN), BA (Hons) Sport Science Biokinetics (UDW), BA Sport Science (UDW).

**Lecturers:** Ms C Lotz, M Tech: Marketing (DUT), B Tech: Marketing (DUT), ND: Marketing (DUT).

Mr B Yengwa, BA (Hons) Sport Science (UDW), BA Sport Science (UDW).

Ms S B Hussain, M Tech: Public Relations (DUT), B Tech: Public Relations (DUT), ND: Public Relations (DUT).

**Secretary:** Ms S Singh, B Tech: Management (UNISA), ND: Office Management & Technology (UNISA)

## 3. QUALIFICATIONS OFFERED BY THE DEPARTMENT

Programmes offered in this Department will, upon successful completion, lead to the award of the following qualifications:

### National Diploma (ND)

Qualification	Qualification Code	Important dates	SAQA NLRD ID
ND: Sport Management	NDSPMI	Revised structure from Jan 2011	72263

## 4. NATIONAL DIPLOMA: SPORT MANAGEMENT (NDSPMI)

### Purpose of Qualification

This qualification prepares students to obtain the necessary knowledge and skills in aspects of management, such as event and sporting facility management; marketing and public relations relating to sports events and products; and all aspects of sports coaching. Students learn anatomy and physiology as fundamentals to sport requirements. The practical aspect of exercise and various sports - for individuals and teams - are integrated with the theoretical subjects.

## 4.1 PROGRAMME STRUCTURE (3 YEAR)

Code	Subjects Offering	Year of Study	Assessment Method	NATED Credits	Pre-requisite Subjects
SPMT101	Sport Management I	I	Ex	0.200	
SPBR101	Sport Public Relations I	I	Ex	0.200	
SPMK101	Sport Marketing I	I	Ex	0.200	
SPMC101	Sport Media and Communication I	I	CA	0.250	
EUCM111	End-User Computing I (Module 1)	Ia	CA	0.100	
SPRS111	Sport and Physical Recreation Studies I (Module 1)	Ia	Ex	0.100	
EUCM121	End-User Computing I (Module 2)	Ib	CA	0.100	
SPRS121	Sport and Physical Recreation Studies I (Module 2)	Ib	Ex	0.100	

SPRS21I	Sport and Physical Recreation Studies 2 (Module 1)	2a	Ex	0.125	SPRS11I & SPRS12I
SPRS22I	Sport and Physical Recreation Studies 2 (Module 2)	2b	Ex	0.125	SPRS11I & SPRS12I
SPMT20I	Sport Management 2	2	Ex	0.250	SPMT10I
SPBR20I	Sport Public Relations 2	2	Ex	0.250	SPBR10I
SPMK20I	Sport Marketing 2	2	CA	0.250	SPMK10I
SPRS30I#	Sport and Physical Recreation Studies 3	3	CA	0.250	SPRS21I & SPRS22I
SPMT30I#	Sport Management 3	3	Ex	0.250	SPMT20I
SPMK30I#	Sport Marketing 3	3	CA	0.250	SPMK20I

**KEY:** All subjects are compulsory.

Assessment Method: Ex=Examination; CA=Continuous Assessment

Year of Study: Numbers 1 to 3 indicates the year of study, "a"= Semester 1, "b"=Semester 2 (eg 2b=Second year, Semester 2)

# These subjects are final level subjects.

A pre-requisite subject means this subject must be passed prior to registration for the subsequent subject

## 4.2 PROGRAMME INFORMATION

All lectures for the ND: Sport Management will be conducted on a full-time basis over a period of three years.

### 4.2.1 Academic Integrity

Refer to the DUT General Rules pertaining to academic integrity G13(1)(o) - covering falsification of academic records, plagiarism and cheating. These will be enforced wherever necessary to safeguard the worthiness of our qualifications, and the integrity of the Faculty of Applied Sciences at DUT.

### 4.2.2 Code of Conduct for Students

A professional code of conduct pertaining to behaviour, appearance, personal hygiene and dress shall apply to all students registered with the Faculty of Applied Sciences, at all times. Refer to Programme Rule 4.3.8 below.

### 4.2.3 Attendance

Students are expected to achieve 100% attendance for all planned academic activities as these are designed to provide optimal support for the required competency. Students are expected to be punctual for all academic activities. Penalties may be invoked for late attendance. Refer to Programme Rule 4.3.9 below.

### 4.2.4 Work Integrated Learning (WIL)

This programme does not include a WIL component. However, a compulsory practical component is incorporated into the subject Sport and Physical Studies, in all levels of study. This programme requires the student to undergo practical assessments as part of the course. This will take place on campus and students must be attired with the correct dress code during these practical assessments. Refer to Programme Rules 4.3.8 and 4.3.9 below.

### 4.2.5 Assessment and Moderation

Students are expected to work steadily through the period of registration in

order to achieve the highest results possible.

Assessment details are listed under each subject at the back of this handbook.

Assessments could include a variety of testing methods including, but not limited to, written tests, oral tests, theoretical and/or practical examinations, group work and assignments.

Assignments must be handed personally to the lecturer who will record their receipt. Late submission will be penalised.

In the case of a continuous assessment subject (a subject which has no final examination/s or supplementary examination/s) opportunities for reassessment are provided for students who fail assessments. These are stipulated in the relevant study guide.

Moderation follows the DUT Assessment Policy stipulations.

Refer to Programme Rule 4.3.9 below.

## **4.2.6 Employment Opportunities**

The Sport Industry sector is broad, diverse and multidisciplinary. In an emerging developing country such as South Africa there is an urgent demand for skilled graduates to enter careers as sport managers, sport administrators, fitness instructors (private and public gyms), sport club managers, sport marketers, sport development officers, sport promoters, sport commentators, sport organisers, provincial or national team managers, sport agents, sport events coordinators and sport media liaison practitioners.

Our graduates have secured employment in sport federations, sport organisations, National and Provincial Departments of Sport and Recreation, Metropolitan, District and Local Municipalities. There are also opportunities for self-employment and entrepreneurship is encouraged.

## **4.3 PROGRAMME RULES**

### **4.3.1 Minimum Admission Requirements**

In addition to DUT Rule G7, the following minimum entrance requirements and the selection criteria outlined in 4.3.2 apply for applicants with reference to:-

#### **4.3.1.1 Academic Achievement**

In line with the above, applicants' school leaving academic achievement must comply with one of the following:-

- i) a National Senior Certificate (NSC) with endorsement for diploma/degree entry with the following subjects at the stated minimum ratings:

<b>Compulsory Subject</b>	<b>NSC Rating</b>
English	4
Mathematics OR	3
Mathematics Literacy	4

- ii) a Senior Certificate is matriculation exemption with the following subjects at the stated minimum ratings:

Compulsory Subjects	HG	SG
English	E	D

- iii) a National Certificate (Vocational) Level 4 with statutory requirements for a diploma entrance and the following subjects at the stated minimum ratings:

Compulsory Subjects	Minimum
English	50%
Mathematics	50%

- iv) Scoring System:

Applicants must have a minimum of 26 points in either the National Senior Certificate (NSC) or the Senior Certificate (SC). Use the table below to calculate points. No points are allocated for Life Orientation.

National Senior Certificate (NSC)	Senior Certificate (SC)		
	Symbol	HG	SG
7 = 80 - 100%	A	8	6
6 = 70 - 79%	B	7	5
5 = 60 - 69%	C	6	4
4 = 50 - 59%	D	5	3
3 = 40 - 49%	E	4	2

#### 4.3.1.2 Admission Requirements based on Work Experience, Age and Maturity; and Recognition of Prior Learning

The DUT Rules G7(3), and G7(8) respectively, will apply. *(Approved by Senate Rules Comm wef 2014/10)*

#### 4.3.1.3 Admission of International Students

The DUT's Admissions Policy for International Students and DUT Rules G4 and G7(5) will apply.

International students must meet the equivalent programme minimum entrance requirements as stated above.

*(Approved by Senate Rules Comm wef 2014/10)*

#### 4.3.1.4 Admission of Students from other Institutions

In addition to the relevant DUT Rules a transferring student will only be accepted if there are places available and the student has met the applicable entrance requirements of the university.

*(Approved by Senate Rules Comm wef 2014/10)*

### 4.3.2 Selection Criteria

In addition to the Minimum Admission Requirements (Rule 4.3.1), the following selection process will determine placement in the programme:

- All applicants must apply through the Central Applications Office (CAO).
- Initial shortlisting for selection is based on the applicant's academic

performance in Grade 12 (Grade 11 or Grade 12 trial marks will be used for current matriculants).

- Applicants who meet the above criteria will be:
  - a) invited to undergo placement testing.
  - b) ranked based on performance according to the above table.
- Provisional acceptance is given to selected applicants awaiting National Senior Certificate\* (NSC) results. If the final Grade 12 NSC\* results do not meet the minimum entrance requirements, this provisional acceptance will be withdrawn.
- Final selection for placement will be based on results of the above ranking process, as well as available places (refer to DUT Rule G5) *\*(or SC / NC(V))*  
*(Approved by Senate Rules Comm wef 2014/10)*

#### **4.3.3 Pass Requirements**

The DUT Rules G12, G14 and G15 apply.

*(Approved by Senate Rules Comm wef 2014/10)*

#### **4.3.4 Re-registration Rules**

In addition to the DUT Rule G16, and all prerequisite subjects as identified in the Programme Structure (4.1), the following programme rules apply:-

##### **4.3.4.1 All Levels of Study**

In order to progress to the next level of study, students must pass a minimum of 2 subjects from the following major subjects:

- Sport Management;
- Sport Marketing;
- Sport and Physical Recreation Studies (comprising both modules)

*(Approved by Senate Rules Comm wef 2014/10)*

#### **4.3.5 Exclusion Rules**

In addition to DUT Rule G17, a first year student who fails three or more subjects with a final result of less than 40% in each subject is not permitted to

Re-register in this programme. Deregistration from any subjects is subject to the provision of DUT Rule G6.

*(Approved by Senate Rules Comm wef 2014/10)*

#### **4.3.6 Interruption of Studies**

In accordance with DUT Rule G21A(b), the minimum duration for this programme will be 3 years of registered study and the maximum duration will be 5 years of registered study, including any periods of WIL. Should a student interrupt their studies by more than three (3) years, the student will need to apply to the department for permission to reregister and will need to prove currency of appropriate knowledge prior to being given permission to continue with registration. *(Approved by Senate Rules Comm wef 2014/10)*

#### **4.3.7 Work Integrated Learning Rules**

This programme does not include a WIL component.

#### **4.3.8 Code of Conduct**

In addition to the Student Code of Conduct in the DUT General Handbook for Students, and the relevant requirements as stated in the appropriate Study Guides, the following rules apply:

##### **4.3.8.1 Conduct of Students in Practical Facilities**

Strict adherence to instructions issued by technical, supervisory or academic staff is required due to the need to ensure effective and safe practice in these facilities. Misconduct or disregard for instructions will be referred to the relevant disciplinary procedure.

*(Approved by Senate Rules Comm wef 2014/10)*

##### **4.3.8.2 Uniforms**

Students must adhere to instructions issued by technical, supervisory or academic staff regarding the specific dress code required during practicals. Non-compliance will result in the student being denied access to the venue. *(Approved by Senate Rules Comm wef 2014/10)*

#### **4.3.9 Attendance and Assessment**

**4.3.9.1** A student who, for any valid reason (Refer to Programme Rule 4.3.9.2 below), is absent from a particular practical or test, must provide written proof of the reason for the absence to the lecturer concerned, within five (5) working days of returning to the institution in order to be considered for a special assessment.

*(Approved by Senate Rules Comm wef 2014/10)*

**4.3.9.2** The DUT Rule G13(3)(a) which refers to special examinations also refers to special assessments set within departments for students who have missed coursework assessments. In these cases the department will determine the validity of the student's reason for not taking the assessment, and the nature of the special assessment.

*(Approved by Senate Rules Comm wef 2014/10)*

#### **4.3.10 Health and Safety**

Students must adhere to all Health and Safety regulations both while at DUT and in WIL placements. Failure to do so will be treated as a breach of discipline. Refer to the appropriate Health and Safety policies.

*(Approved by Senate Rules Comm wef 2014/10)*

## 5. SERVICED SUBJECTS

The servicing department's rules apply to all serviced subjects. The following subjects are serviced externally to this department.

Servicing Department	Serviced Subject	Subject Code
Department of Information Technology	End User Computing I Module 1	EUCM111
	End User Computing I Module 2	EUCM121

## 6. SHORT COURSES

This department does not currently offer any short courses.

## 7. SUBJECT CONTENT

### NATIONAL DIPLOMA: SPORT MANAGEMENT

Students are to read this section in conjunction with the relevant study guides.

#### END USER COMPUTING I – MODULE 1 (EUCM111)

##### SYLLABUS:

**Theory:** Computer Hardware, Computer Software, Operating Systems

**Practical:** Windows Application, Word Processing, Presentation Software

##### ASSESSMENT PLAN:

###### Course Mark

2 x Theory test : 50%

2 x Practical : 50%

###### Final Mark

No Examination - Continuous Assessment: 100% year mark

#### END USER COMPUTING I – MODULE 2 (EUCM121)

##### SYLLABUS:

**Theory:** Networks and Internet, Electronic Mail, Using the internet

**Practical:** Excel Software, Database

##### ASSESSMENT PLAN:

###### Course Mark

2 x Theory test : 50%

2 x Practical : 50%

###### Final Mark

No Examination - Continuous Assessment: 100% year mark

#### SPORT MANAGEMENT I (SPMT101)

##### SYLLABUS:

Sport Management overview, Non-Profit and Commercial Organisations, Management Functions, Managing and leading Sport organisations, Human Resources in Sport Management, Leadership and Sport Administration

##### ASSESSMENT PLAN:

###### Course Mark

2 x Theory test : 60%

1 x Project : 20%

1 x Tutorship programme : 20%

###### Final Mark

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT MANAGEMENT 2 (SPMT201)**

### **SYLLABUS:**

Facility Management, Event Management, Finance, Economics and Budgeting in the Sport Industry, Sport Law / Legal Principles Applied to Sport Management, Sport Agency, Management theory and practice in Sport Organisations, Organisational Structure

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory test	:	40%
1 x Project	:	40%
1 x Tutorship programme	:	20%

#### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT MANAGEMENT 3 (SPMT301)**

### **SYLLABUS:**

Ethics, Sponsorships, Sport Tourism and Tourism Industry, Recreation, International Sport, Controlling for quality and productivity, the future for Sport Business

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory test	:	40%
1 x Project	:	40%
1 x Tutorship programme	:	20%

#### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT AND PHYSICAL RECREATION STUDIES I – MODULE 1 (SPRS111)**

### **SYLLABUS:**

#### **Anatomy:**

Elements of human anatomy, the skeletal systems, Muscle tissues, Principle skeletal muscles.

#### **Biomechanics:**

Definition of terms, Nature of motion, Nature of forces, three classes of levers, concept of centre of

Gravity, Analysis of various types of movement common to sport and exercise.

### **ASSESSMENT PLAN:**

#### **Course Mark**

1 x Theory test	:	35%
1 x Project	:	35%
1 x Tutorship programme	:	30%

#### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT AND PHYSICAL RECREATION STUDIES I – MODULE 2 (SPRS121)**

### **SYLLABUS:**

#### **Exercise Physiology:**

Basic energy systems in the Human Body, Cardiovascular system during exercise, Respiratory system,

The neuromuscular system of movement, Hormonal regulation during exercise.

**Principles of Coaching and Conditioning:** Coaching Principles, Physical fitness components, Values and Ethics in Coaching Courses.

## **ASSESSMENT PLAN:**

### **Course Mark**

1 x Theory test	:	35%
1 x Project	:	35%
1 x Tutorship programme	:	30%

### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT AND PHYSICAL RECREATION STUDIES 2 – MODULE 1 (SPRS211)**

### **SYLLABUS:**

**Nutrition and Concepts of Physical Fitness:** Macronutrients and Micronutrients, Optimal Nutrition for Exercise and Sport, Common Nutritional Ergogenic Aids Performance, Common Pharmacological Aids to Performance

**Application of Conditioning:** Strength and Resistance training, Safety Considerations, Body mechanics and application to physical health, Benefits of physical activity.

### **ASSESSMENT PLAN:**

#### **Course Mark**

1 x Theory test	:	35%
1 x Project	:	35%
1 x Tutorship programme	:	30%

#### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT AND PHYSICAL RECREATION STUDIES 2 – MODULE 2 (SPRS221)**

### **SYLLABUS:**

**Sport Psychology:** The Science of Sport Psychology, Personal factors affecting sport performance, Adapting Coaching Psychology theory to various population, Regulating Stress, Anxiety and Arousal, Coping with sport stress.

National Framework Coaching.

### **ASSESSMENT PLAN:**

#### **Course Mark**

1 x Theory test	:	35%
1 x Project	:	35%
1 x Tutorship programme	:	30%

#### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT AND PHYSICAL RECREATION STUDIES 3 (SPRS301)**

### **SYLLABUS:**

**Sport Psychology:** Sport Psychology Interventions, Aggression in Sport, and Leadership in Sport Coaching focus

Team Cohesion and Dynamics, Communication and Mentoring Techniques, Applied Exercise Psychology

**Injury Management:** Definition of Acute & Chronic Injury, Management of Acute & Chronic Injury

Common Injuries related to Sports

### **Exercise Physiology:**

Training the Anaerobic and Aerobic Energy Systems, Training muscles to become stronger, Factors affecting physiological function: The environment and Special Aids to Performance, Body Composition, Obesity, and Weight Control, Exercise, Successful Aging, and Disease Prevention

**Application of Conditioning:** Measurement and interpretation of body composition, Evaluation and Application to physical fitness and health. Physical and Health Fitness and Testing, Sport Injuries, First Aid.

### **ASSESSMENT PLAN:**

#### **Course Mark**

3 x Theory test	:	60%
1 x Project	:	10%
1 x Tutorship programme	:	30%

#### **Final Mark**

No Examination - Continuous Assessment: 100% year mark

### **SPORT PUBLIC RELATIONS I (SPBR101)**

#### **SYLLABUS:**

#### **Sport Public Relations Theory**

The Characteristics, Functions and Basic Skills in Sport Public Relations, the Public Relations Programme

Techniques of Sport Public Relations including: Sponsorships, Special Events, Corporate Social Responsibility, Exhibitions, Conferences and Seminars, Corporate Image and Corporate Identity.

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory test	:	60%
1 x Project	:	20%
1 x Tutorship programme	:	20%

#### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

### **SPORT PUBLIC RELATIONS 2 (SPBR201)**

#### **SYLLABUS:**

**Public Relations Theory:** Research, Public Relations in Commerce and Industry: Crisis Communication

Public Relations in Non-Profit Organisations: Developing and Supporting Charitable organizations

Public Relations in the Public Sector: SA Government and Protocol for Planning Major Sport Events

Integrating Public Relations with Strategic Management

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory	:	60%
1 x Project	:	20%
1 x Tutorship programme	:	20%

#### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

### **SPORT MEDIA AND COMMUNICATION I (SPMC101)**

## **SYLLABUS:**

The communication process, Communication contexts, Communication barriers, Written Communication: Business Letters, Memorandums and Meetings and Minutes, News and News Sources, Print Media, Electronic Media, New Media, Media Relations, Interviewing Techniques, Intercultural Communications, Application of Writing Skills: Short Messages

## **ASSESSMENT PLAN:**

### **Course Mark**

2 x Theory	:	60%
1 x Project	:	20%
1 x Tutorship programme	:	20%

### **Final Mark**

No Examination - Continuous Assessment: 100% year mark

## **SPORT MARKETING 1 (SPMK101)**

### **SYLLABUS:**

Introduction into the Sport Industry, Evolution of Sport Marketing, Marketing Concepts, Designing a customer driven market strategy, Organisation and Marketing Strategy, Sport marketing environment, Services marketing mix, Market research and marketing information systems, Consumer markets and behaviour

## **ASSESSMENT PLAN:**

### **Course Mark**

2 x Theory	:	60%
1 x Project	:	20%
1 x Tutorship programme	:	20%

### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT MARKETING 2 (SPMK201)**

### **SYLLABUS:**

Foundation of Marketing through Sport, Four domains of Sport Marketing, Marketing through sports, Sponsorship concepts, objectives, and components, Sponsorship foundations, Pre-Event Evaluation, Leveraging techniques, Ambush marketing, Post event success and failure, Venue Naming Rights

## **ASSESSMENT PLAN:**

### **Course Mark**

2 x Theory	:	60%
1 x Project	:	20%
1 x Tutorship programme	:	20%

### **Final Mark**

No Examination - Continuous Assessment: 100% year mark

## **SPORT MARKETING 3 (SPMK301)**

### **SYLLABUS:**

Segmentation of the sport consumer markets, Strategic decisions for sport products and the basic product concepts, Sport Promotional Strategies, Understanding the factors that influence pricing and general implementation strategies, Sport Marketing plans

**ASSESSMENT PLAN:****Course Mark**

2 x Theory	:	60%
1 x Project	:	20%
1 x Tutorship programme	:	20%

**Final Mark**

No Examination - Continuous Assessment: 100% year mark