



Football Communications and Digital Marketing



Course Aims and Learning Outcomes

The main educational aims of the course are to:

- To unite, inspire and equip the current and future leaders of the global sports industry, with the skills knowledge and network to take the world of sport to continually new heights
- Prepare students for a career in the football communications, journalism and marketing sector
- Provide students with the extended knowledge of the football communications, journalism and marketing sector of the economy
- Enable students to develop their communication, analytical, problem-solving and creative skills, demanded for career enhancement in football communications and marketing
- Develop students' ability to reflect on contemporary approaches resulting in best prac



- Take the lead in sessions which demonstrate skills and techniques in communication, journalism and marketing
- Communicate effectively both in writing and electronically as well as showing listening skills, the ability to present and negotiate with team members.
- Evaluate topics and issues within a football communications context to make meaningful recommendations for the sector
- Engage with industry technologies for creating, analysing and improving an organisation's digital marketing strategy
- Critically evaluate the potential of emerging digital technologies for use in a marketing context
- Create and design fan engagement strategies in relation to fan typologies.

Skills for life and work (general skills)

- Communicate information clearly and coherently in a range of forms relevant to intended audiences
- Work harmoniously and productively with others to achieve shared outcomes
- Manage time effectively in order to meet deadlines and achieve performance targets.
- Identify and critically evaluate areas for personal and professional development to improve effectiveness relative to personal contexts and roles
- Demonstrate a range of leadership and communication skills in a football communications context
- Demonstrate effective feedback and communication, underpinned by evidence-based approaches
- Communicate and analyse personal reflective processes and skills
- Demonstrate an ability to effectively plan, design, monitor and present an applied investigation

Learning and Teaching

This course is delivered at professional sporting venues reflective of professional environments in which students aspire to work

A diverse range of learning and teaching approaches are used, as appropriate to each



provided to students within the seminars and workshops. Formal written



All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Master's degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	UEL Module Code	Module Title	Credit Weighting	Core/Option	Available by
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7	UD7003	Customer Relationship Management (CRM) and Analytics in Sport	30	Optional	Y
<p><i>Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.</i></p>					
<p>Additional detail about the course module structure: n/a A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.</p>					

The overall credit-rating of this course is 180 ~~0000~~ Tc 0 Tw 18

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accommodation if it is required to support timely access to classes. Costs will be dependent on your choice of accommodation.

- Accommodation and travel (blended courses) – You are required to attend face to face classes to support learning in two modules. The face to face sessions are delivered in two, week-long blocks at one of the GIS campuses (you will identify the most suitable campus at application). You are responsible for arranging your own travel and accommodation to support timely access to classes during the study blocks. Costs will be dependent on your choice of travel and accommodation.
- Technology – You are required to have access to a laptop, desktop computer or mobile device to support learning and assessment. The costs will be dependent on your choices. For online and blended learning stu0.5 (g ()0.7 (oui)2.6 u9)10.8 (T)-10.S9-6.6 (s)t-10.S9-6.