COURSE SPECIFICATION

Course Aim and Title	**Postgraduate Certificate in Sports Marketing**
Intermediate Awards Available	N/A
Teaching Institution(s)	Global Institute of Sport (GIS)
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	School of Health, Sport and Bioscience
UCAS Code	N/A
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	QAA Bench Mark Statement for Master's Degrees in Business & Management (2023)
Additional Versions of this Course	N/A
Date Specification Last Updated	August 2025

Course Aims and Learning Outcomes

Course Overview

The primary aim of a Postgraduate Certificate is to provide specialised, level 7 knowledge in a specific subject area to develop skills, deepen understanding, and advance a career without the commitment of a full Master's degree. PG Certificates are designed to be shorter, offer targeted knowledge, and can be a flexible way to gain professional development, retrain for a new role, or provide a pathway to a full Master's.

This course is designed to give you the opportunity to:

Knowledge and understanding

- Assess the principles and strategies of sports marketing and media or management, including branding, sponsorship, customer relationship management, digital marketing, and media rights, within both traditional and emerging platforms.

- Analyse the interrelationship between sport, media, and society, evaluating how media shapes public perception of sport and how marketing strategies respond to changing audience behaviours, technologies, and global trends.

Skills

- An excellent command of subject-specific academic and professional skills relevant to the appropriate field of sports marketing, management and media (including, social responsibility, innovation, creativity, curiosity, integrity, inclusivity, accountability, collaboration and fan centricity) as well as consistent proficiency in generic skills and attributes.

Critical perspective

- A critical awareness of current issues in sports marketing, media and media which is informed by leading edge research and practice in the field as well as by a proactive and independent approach to learning.

- Apply critical thinking and problem-solving skills to analyse complex situations, evaluate evidence, generate and assess sustainable solutions, make informed decisions, and reflect on outcomes.

Application

- Application of relevant theory and knowledge to a range of complex situations (management of customer relationships, consumer behaviour, different approaches for segmentation, targeting, positioning, generating sales and the

need for innovation in product and service design and managing media) taking account of its relationship and interaction with other areas of sports management.

Values

- Design and evaluate innovative, ethical, and inclusive sports marketing and media strategies that leverage creative thinking, emerging technologies, and data-driven insights to engage diverse audiences, build brand loyalty, and uphold the integrity of sport.

- Demonstrate effective communication, collaboration, and accountability in managing stakeholder relationships, while critically reflecting on the social, cultural, and ethical impacts of marketing and media decisions within the broader sports ecosystem.

What you will learn:

Knowledge

- Demonstrate a critical understanding of global sports marketing principles, including cultural influences, consumer behaviour, and international market dynamics
- Explain key concepts of brand identity, image, and equity within the sports context, and describe the various types and roles of sports sponsorship in brand building globally

Thinking skills

- Critically analyse and evaluate segmentation, targeting, and positioning strategies for global sports markets, considering ethical, cultural, and digital factors

- Critically evaluate strategic brand alignment, ethical challenges, and crisis management issues in sports sponsorship, considering their impact on brand reputation and stakeholder relationship

Subject-Based Practical skills

- Design and develop a data-driven digital communication strategy using CRM tools and social media optimisation to engage international sports audiences
- Produce and present a global sports marketing plan that integrates community values, entrepreneurial thinking, and cross-cultural collaboration

- Measure and analyse the effectiveness of sports sponsorships using relevant metrics, and anticipate future trends to inform forward-looking sponsorship and branding decisions

Skills for life and work (general skills)

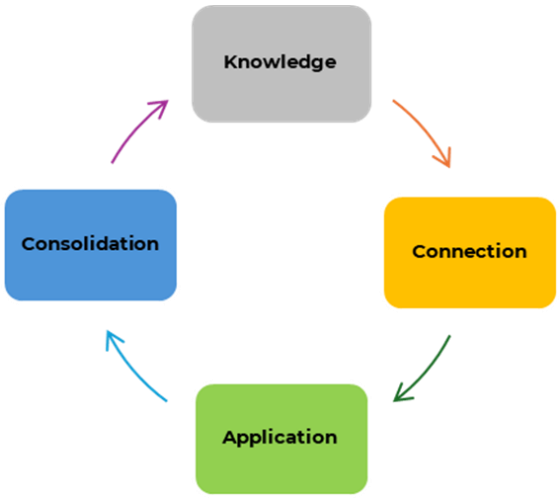
- Communicate complex information clearly and coherently in a range of forms relevant to intended audiences.

Learning and Teaching / Assessment

At GIS, our learning and teaching approach is structured, student-focused, and designed to support the delivery of high-quality education across all disciplines. It reflects our commitment to creating meaningful learning experiences that integrate theory, promote active engagement, and foster reflection and personal growth.

This learning and teaching model promotes purposeful, engaging, and inclusive learning through a combination of **microlearning** and **active learning** strategies. It emphasizes structured delivery, allowing students to engage with content in manageable and meaningful ways that promote deeper understanding, learner autonomy, and practical skill development.

Figure 1. GIS Learning and Teaching Cycle (2025):



1. Knowledge (Core foundation)

Knowledge is developed and assessed through:

- Core academic literature, journals, books, and models aligned with module content and learning outcomes.
- Introduction to key concepts, definitions, and principles.
- Structured explanations of topics to provide foundational understanding.
- Contextual knowledge needed to support deeper exploration and application.

2. Connection (Thinking Skills – helping bring theory to life)

Critical thinking and analytical skills are developed and assessed through:

- Case studies
- Videos and animations
- Podcasts and audio explanations
- Interactive simulations or clickable definitions
- Guest speakers (live or recorded)

These tools help students connect theoretical knowledge to real-world contexts, encouraging deeper cognitive engagement.

3. Application (Practical Skills – putting leaning in practice)

Practical and professional skills are developed and assessed through:

- Activities that bridge theory and practice or challenge existing assumptions
- Interactive tasks, problem-solving exercises, and hands-on learning
- Opportunities to apply concepts in real or simulated environments.
- Practice-based activities that reinforce understanding through experimentation.
- Tasks that promote reflection and active participation

4. Consolidation (Reinforcement - Skills for Life and Work)

Transferable and lifelong learning skills are developed and assessed through:

- Knowledge checks, reflections, quizzes (Declarative Knowledge)
- Collaborative opportunities to discuss, debate, and refine learning with peers and tutors (Procedural Knowledge)
- Live and classroom sessions that promote critical thinking and synthesis for long-term knowledge retention and personal development (Conditional Knowledge)
- Peer-to-peer learning and knowledge sharing to enhance communication and teamwork.

Work or Study Placements

N/A

Course Structure

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

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 Masters degree.

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

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
7	TM7040	Global Sports Marketing and Digital Communications	30	Core	Y
7	MS7012	Branding and Sports Sponsorship	30	Core	Y

The overall credit-rating of this course is **60 credits**. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

None

Typical Duration

It is not possible to move from full-time to part-time study to accommodate any external factors such as financial constraints or domestic commitments. Students making use of this flexibility should note that this may impact the overall duration of their study period. We advise that you contact your tutors or the Academic Services Team to discuss any mode of study change requests.

The duration of this course is one calendar year full-time.

Further Information

More information about this course is available from:

- The GIS web site (https://gis.sport/)
- The course handbook
- Module study guides
- UEL Manual of General Regulations
- UEL Quality Manual

All GIS are subject to thorough course approval procedures before UEL allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

- **Technology** – Students 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. The GIS virtual learning environment is compatible with mobile devices, including tablets. However, students will need a reliable internet connection in order to view the content as part of their course.
- **Books, Journals and Periodicals** – Books will be available to access within the GIS and UEL e-library. If students wish to purchase books they can do so, however this is not a requirement of the course.
- **Accommodation and Travel** – If students are required to attend face to face learning as part of the course, or opt to attend in person events, students are responsible for arranging their own accommodation and travel, if it is required. Costs will be dependent on student choice of accommodation and travel.

Alternative Locations of Delivery

This course is also taught online by the Global Institute of Sport (GIS) and is awarded by the University of East London.

Students will have the opportunity to enhance their studies by attending GIS Global Summits throughout the duration of their studies, held at locations such as UK, Miami, Melbourne and Toronto. Further information on dates and activities available as part of the summits will be provided during your studies. Additional costs will apply to participate in Global Summit activities.