

BUSM 2054 STRATEGIC SPORT MARKETING AND DIGITALISATION

- Richards, J. (2024). Sports Marketing: An Australian perspective (Open Access Textbook)

Credit Points 10

Description This subject introduces the strategic role of marketing in sport and how it drives participation, growth and commercial outcomes. Students will learn how organisations connect with fans, attract players and build strong brands through both traditional and digital marketing. Sport promotion across media and live experiences are explored, with a focus on using data to evaluate campaign impact. Topics include sponsorship, pricing, branding and fan engagement. Students will gain practical skills to apply in grassroots clubs, professional teams and major events. This subject appeals to students interested in sport, tourism, events or marketing, and provides a foundation for understanding how marketing supports success in these sport-related industries.

School Business

Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Equivalent Subjects BUSM 2048

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Explain how domestic and international sports marketing strategies are developed and applied, in professional sports contexts
2. Apply major marketing theories and frameworks of contemporary sport and event industries.
3. Discuss the use of digital and empirical data sources in evaluating the success of sport marketing campaigns and decisions
4. Compare and contrast the unique features of sport marketing and stakeholder roles.
5. Develop a group marketing plan to communicate with fans through social media, websites, and other platforms.
6. Work together using teamwork skills to coproduce a group marketing plan

Subject Content

- The unique nature of sports marketing
- Sport markets and stakeholder engagement
- Sport consumers and fan typologies
- Market segmentation and target marketing within the sports industry
- Managing and promoting a sports brand
- Data driven marketing strategies that are based in Australian Bureau of Statistic (ABS) and other forms of digital data.
- Sponsorship, corporate partnerships and the role of game-day activations
- Different modes of sales and services in the sports industry

Prescribed Texts