

Higher National Unit Specification

General information for centres

Unit title: Sport and Recreation Resourcing and Promoting 1

Unit code: DF8H 34

Unit purpose: This Unit introduces candidates to the broad subject area of marketing within the sport and recreation industry. Candidates will learn that marketing is a multi dimensional management process that involves everyone within an organisation. Candidates will be introduced to the marketing concept, market research methods as well as the notion of marketing mix. The latter involves considering a range of variables which together function as the marketing process.

On completion of the Unit the candidate should be able to:

1. Explain the role of marketing within sport and recreation services.
2. Outline the market research planning process and apply using appropriate research methods to a selected situation/market.
3. Evaluate the product mix/portfolio of a selected organisation.
4. Describe and evaluate the elements of a marketing mix.

Credit value: 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Some practical knowledge of a sports organisation would be beneficial prior to commencing this Unit. There are clear links to other units in the framework for Sport and Recreation Management. Centres may wish to consider delivering these concurrently with this Unit or establishing clear links. These Units are: Quality Service Operations and the Graded Unit. There are also links with the optional Unit: “Sport Sponsorship and Public Relations”.

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes. This Unit is included in the framework for HN in Sport and Recreation Management.

General information for centres (cont)

Assessment: The Unit could be assessed using two instruments of assessment covering all Unit Outcomes. Outcome 1 can be assessed with an extended response assessment of approximately 500 words. An exemplar of assessment and marking guidelines has been produced to indicate the national standard of achievement required at SCQF level 7. Outcomes 2, 3 and 4 can be assessed using an integrated assessment involving a real or hypothetical case study.

It would be possible to assess Outcomes 2, 3 and 4 through the use of an integrated assessment. This could be in the form of a real or hypothetical case study in which candidates for the selected situation would be required to carry out market research, examination of the product mix and the evaluation of a marketing mix within that product mix. The findings of the integrated assessment could be presented in a written report of at least 2,500 words.

A case study assignment could be used as a focus and source to assess Outcomes 2, 3 and 4 in which candidates would be required to provide written evidence that addresses the requirements of the unit.

There is potential for the assessment of Outcomes 2, 3 and 4 to be undertaken by way of a group exercise if a larger organisation is selected and candidates can carry out research on different aspects/target markets of the organisation, evaluation of different product/service lines and marketing mixes. In this event, each candidate will produce their own reports individually.

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

(If you think holistic assessment is the best assessment strategy for the Unit and you wish to state *Knowledge and/or Skills* and *Evidence requirements* for the Unit as a whole, please add the following statement here: ‘Please refer to *Knowledge and/or skills for the Unit* and *Evidence requirements for the Unit* after the Outcomes.’)

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Explain the role of marketing within sport and recreation services.

Knowledge and/or skills

- ◆ Marketing concept
- ◆ Characteristics of sport and recreation services
- ◆ Marketing philosophies
- ◆ Holistic nature of marketing

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Describe clearly the term marketing concept in relation to sport and recreation services
- ◆ Explain five characteristics of sport and recreation services
- ◆ Describe a minimum of two current marketing philosophies
- ◆ Explain what holistic means in relation to marketing

An extended response open book assessment of approximately 500 words must be used to assess this Outcome.

Assessment guidelines

For Outcome 1 reference should be made to recognised texts via an open book assessment for at least one definition of the term “marketing concept”.

Higher National Unit specification: statement of standards (cont)

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Outcome 2

Outline the market research planning process and apply using appropriate research methods to a selected situation/market

Knowledge and/or skills

- ◆ Market segmentation
- ◆ Role of market research
- ◆ Market research planning process
- ◆ Primary and secondary research methods
- ◆ Questionnaire design

Evidence requirements

Candidates will need evidence to demonstrate their skills and/or knowledge by showing that they can:

- ◆ Explain the segmentation process and identify relevant segmentation variables
- ◆ Select a target market appropriate to a particular facility programme or event.
- ◆ Describe a range of research methods, which could be used with a selected target market
- ◆ Produce an appropriately designed research plan and then implement it with the selected target market
- ◆ Collate, analyse and present findings

Each candidate is required to write a report of approximately 500 words to include research plan, main findings and recommendations.

Assessment guidelines

A group exercise could be used to assess this outcome in which the group develops and implements a market research plan in which each candidate will select a different sample unit/plan. Presentation of findings could be used to highlight variations.

The evidence can be produced from a group project in which candidates take responsibility for designing and implementing a market research plan. It is envisaged that each candidate will contribute to the planning, administration, collection and interpretation of information. It is suggested that each candidate develop his/her own sampling plan.

Outcome 3

Evaluate the product mix/portfolio of a selected organisation.

Knowledge and/or skills

- ◆ Product mixes

Higher National Unit specification: statement of standards (cont)

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- ◆ Product portfolio evaluation (Boston Matrix)
- ◆ Concept of the product lifecycle
- ◆ USPs

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that in relation to a programme, facility or club can:

- ◆ Identify and evaluate a selected product mix
- ◆ Apply the concept of product life cycle to product mix
- ◆ Identify actual or potential USPs

The assessment of this outcome will be assessed by the use of a case study/selected organisation in which the candidate is required to evaluate the product mix in order to produce a written report of at least 800 words which clearly demonstrates their understanding of all aspects of the knowledge and skills.

Assessment guidelines

The integration of Outcomes 2, 3 and 4 is a suggested approach.

Outcome 4

Describe and evaluate the elements of a marketing mix.

Knowledge and/or skills

- ◆ Elements/components of marketing mix
- ◆ Interaction of the components
- ◆ Implications of the PLC on marketing mix components.

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that in relation to a programme, facility or event they can:

- ◆ Describe the elements of a marketing mix for a selected service/provision (product, promotion, price, place, process, people, programme and physical evidence)
- ◆ Select at least 4 components of the marketing mix and explain the actual/potential implications when they are changed in some way
- ◆ Describe the implications on at least 3 of the marketing components of the product lifecycle.

Higher National Unit specification: statement of standards (cont)

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A written report of at least 750 words on the selected organisation, programme, or service marketing mix must be described and evaluated in relation of market and organisational effectiveness. Candidates must explain the likely consequences of changes in components of the marketing mix and describe the implications of the product lifecycle on marketing mix components.

Assessment guidelines

The assessment of this outcome can be administered using the case study/selected organisation used in Outcome 3.

Administrative Information

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Unit title:	Sport and Recreation Resourcing and Promoting 1
Superclass category:	BA
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Higher National Unit specification: support notes

Unit title: Sport and Recreation Resourcing and Promoting 1

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

Outcome 1 should be seen as a general introduction to the marketing of sport and recreation and is intended to be theoretically based, making use of a range of recognised texts to enable candidates to understand the central importance of marketing to all sport and recreation facilities, programmes, services, or events. It is important that candidates understand the broad nature of marketing. Outcome 2 should introduce the candidate to primary and secondary research methods. Candidates should actually be involved in reviewing appropriate secondary sources including publications such as Leisure Forecasts or websites offering data such as demographic information, or information relating to participation trends. Sites such as the one provided by the Australian Bureau of Statistics can be utilised as appropriate.

Explanation of price, product, promotion, place, people, process, programme and physical evidence within a sport and recreation management context.

In Outcomes 2, 3 and 4 in particular, opportunities should be sought which allow candidates to identify and review appropriate sources of information within text books or through the internet. As the Unit progresses it is recommended the candidates increasingly become more independent in their own learning. In other words candidates should be encouraged to adopt a more hands on approach to the Unit with less and less dependence on their lecturer for information beyond Outcome 1. Careful structuring by the lecturer will enable candidates to do this. Choices regarding which client group to target for Outcomes 2, 3 and 4 should be made by the candidates, with the lecturer supplying information only when every other possibility has been exhausted.

Diagrams such as flow charts or continuums could be used to explain the marketing concept, such as those in Morden (1994, 4-6) and Kotler and Armstrong (1996, 16-19). A useful introduction to the area of sports marketing is also provided by Kucynski A in the Australian Leisure Management Journal. See bibliography for further details. Both Craig. S (1992) and Stone (1990, 42) provide useful information about the marketing mix which would provide an introduction to Outcome 3. Torkildsen (1995, 341-343) also provides introductory marketing material. Further, Torkildsen (1995) Chapter 16 provides supporting information for Outcomes 2, 3 and 4. In particular, market analysis is covered on page 365 which could be useful in providing a framework.

Higher National Unit specification: support notes (cont)

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References

Woodruffe, Helen (1995) Services marketing. Pitman Publishing
Lovelock, Christopher (1996) Service marketing. Third edition. Prentice Hall
Leadley, Peter (1992) leisure marketing. Marketing. Human Kinetics Publications
Stone, merlin (1990) leisure services marketing. Croner
Adcock, Dennis et al (1998) Marketing principles and practice. Forth Edition Pearson Education
Palmer Adrian, (2000) Principles of marketing. Oxford University Press.

Journals

Marketing
European Journal of marketing
Marketing Weekly.

Guidance on the delivery and assessment of this Unit

As stated previously, candidates should become increasingly self-directed in terms of their learning experience as the Unit progresses. In Outcome 1, the lecturer should be the main resource in providing information. However, in Outcomes 2, 3 and 4 the student should be increasingly directed towards a range of information sources such as web-sites, journals, and books.

In terms of assessment for Outcomes 2, 3 and 4 a case study should be used, either real or hypothetical which focuses on how staff associated with a facility, service, programme or event identify the needs of a specified client group, and consider how those needs can be met. In doing this, elements of the marketing mix within the organisation must be fully identified and appropriate research methods should be described for identifying client needs.

Open learning

Open learning implies that, while candidates study outwith the centres using materials provided, it would be necessary to attend the centre for assessment purposes. For further information on Open and Distance Learning, please refer to the SQA publication, Assessment and Quality Assurance of Open and Distance Learning (SQA, 2000).

Higher National Unit specification: support notes (cont)

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Special needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements* (SQA, 2001).

General information for candidates

Unit title: Sport and Recreation Resourcing and Promoting 1

This Unit will provide candidates with an introduction to sport recreation marketing. The marketing concept will be considered. Central to this notion is the principal of identifying customer needs and then satisfying them profitably. Candidates are encouraged to adopt a proactive hands on approach to marketing and by the end of the Unit they will have an understanding of the marketing concept, the total organisation notion of marketing, how market research is carried out, including both primary and secondary research and how to design questionnaires. The following resource list will prove useful in helping candidates to complete this Unit.

BIBLIOGRAPHY

- Blois, Keith (2000) *The Oxford Textbook of Marketing*, Oxford Press
- Doole, Isobel (1999) *International Marketing Strategy Analysis, Development and Implementation*, Thomson Business Press
- Dowling, Grahame (2004) *The Art and Science of Marketing*, Oxford
- Doyle, P (2002) *Marketing Management and Strategy*, Prentice Hall
- Kotler, Philip (1997) *Principles of Marketing*, Prentice Hall
- Leadley, Peter (1992) *Leisure Marketing*, Longman
- Mullin, B (1993) *Sports Marketing*, United Graphics ISBN 0-88011-877-6
- Parker, Adrian (2003) *Introduction to Marketing Theory and Practice*, Oxford
- Percy, Larry, Rossiter, John, Elliott, Richard (2001) *Strategic Advertising Management*, Oxford Press
- Sargeant, Adrian (1999) *Marketing Management for Non-Profit Organisations*, Oxford Press
- Sargeant, Adrian, West, Douglas (2001) *Direct and Interactive Marketing*, Oxford
- Schaff, Paul (1995) *Sports Marketing Its Not Just A Game Anymore*, New York, Prometheus Books ISBN 1-57392-019-3
- Shank, M D (1999) *Sports Marketing, A Strategic Perspective*, New Jersey, Prentice Hall Inc ISBN 0-13-621871-7
- Stedman, Graham, Goldblatt, JJ (1995) *The Ultimate Guide to Sport Event Management and Marketing*, McGraw Hill
- Stone, Merlin (1990) *Leisure Services Marketing*, Croner