School of Marketing & Management

MSc Sport Management
MA Sport Marketing
MSc International Events Management

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Why studying in England?

• Importance of being fluent in English in an international environment
• Birthplace of modern sport in 19th century
• Commercialisation and Sport Business
• Discovering a different culture, and a very international environment
Recognised courses and University

• MSc Sport Management:
  – No 1 in Europe (*SportBusiness International*, July 2016)
  – No 9 in the world (Eduniversal-Best Masters 2015-16)

  (There is no ranking for Sport Marketing)

• MSc Event Management:
  – No 2 in the UK,
  – No 35 worldwide (Eduniversal-Best Masters 2015-16)

• 15th Best University in the UK (*Guardian University Guide 2017*)
• University of the Year (*Times Higher Education*, Nov 2015)
International Experience – classmates

Lausanne, May 2016

*Watching some football together...*

American       German
Belgian        Honk-Kong
Brazilian      Indian
British        Italian
Canadian       Japanese
Chinese        Malaysian
Columbian      Spanish
Dutch          Thai
French

... and a few more not there...
International Experience (Sport)

• Trip to Lausanne (May)
  – Visit + talk, FIBA (basketball)
  – Visit + talk, FEI (equestrian sports)
  – Visit + talk, WTF (taekwondo)
  – Visit + talk, Olympic Museum / Studies Centre
  – Talk on International Federations (UniL)
  – Talk, EPFL (European Prof Football Leagues)
International Experience (Event)

• Trip to Lausanne (May)
  – Talk, Visions du Réel (film festival)
  – Visit + talk, Lausanne Congress Bureau
  – Press Conference, Label Suisse (street music festival)
  – Talk, Paleo Festival (music festival)
  – Visit + talk, CICG (international conference centre)
Industry engagement

• *Guest lecture week in November*
• Internal Conference in April
• Numerous guest speakers
  – Ad-hoc guest sessions linked to modules
  – Crisis Management Simulation run by Neil Doncaster (CEO Scottish Professional Football League)
• Industry visits
• Numerous volunteering opportunities
  – Ricoh Arena/Wasps; Coventry Blaze; ICC Champions Trophy; NEC etc
• Possibility to do an internship / practice-based dissertation
Examples of recent graduates destination
Course Team

Rui Biscaia
Neville Clements
Diane Irving
Yanning Li
Anthony May
Yue Meng-Lewis
Steve Raven
Julian Robinson
Martin Selby
Benoit Senaux
Course structure

• All our courses are undergoing periodic review
• The following slides present the current structure
• For more details about the likely course structure in 2017-18, please contact Dr Benoit Senaux – aa9696@coventry.ac.uk

• Key points:
  – Exempted from Semester 1
  – Have to submit a draft research-proposal by January
  – Join in January, for one taught semester (Semester 2)
  – Have to do either research- or practice-based dissertation in S3
MA Sport Marketing (under review)

• Semester 1
  – Sport Organisation & Governance (M04SEM)
  – Consumer Behaviour in Sport (M07SEM)
  – Sport Marketing and Branding (M08SEM)
  – Marketing Consultancy Research (M38MKT)
  – Academic Research Practice for Sports and Events (M05ORB)

• Semester 2
  – Sport Sponsorship, Endorsement & Naming Rights (M09SEM)
  – Managing Corporate Reputation (M36MKT)
  – Digital Marketing (M33MKT) [Option]
  – Global Brand Management (M34MKT) [Option]
  – Crisis Management & Media (M15SEM) [Option]
  – Contemporary Issues in Sport Management (M04ORB) [Option]

• Semester 3 – Dissertation (practice- or research-based)
MSc Sport Management (under review)

• Semester 1
  – Marketing & Sponsorship in Sport & Events (M01SEM)
  – Managing People in Sport & Events (M02SEM)
  – Sport Legal Environment & Broadcasting (M03SEM)
  – Sport Organisation & Governance (M04SEM)
  – Academic Research Practice for Sports and Events (M05ORB)

• Semester 2
  – Sport Finance (M05SEM)
  – Facilities and Events Operations Management (M06SEM)
  – Marketing Consultancy Research (M38MKT) [Option]
  – Contemporary Issues in Sport Management (M04ORB) [Option]
  – Crisis Management & Media (M15SEM) [Option]

• Semester 3 – Dissertation (practice- or research-based)
MSc Event Management (under review)

• Semester 1
  – Marketing & Sponsorship in Sport & Events (M01SEM)
  – Managing People in Sport & Events (M02SEM)
  – Event Planning (M10SEM)
  – Event Sustainability and Risk Management (M11SEM)
  – Academic Research Practice for Sports and Events (M05ORB)

• Semester 2
  – Event Operations Management (M10SMM)
  – International Event Perspectives (M12SEM)
  – Contemporary Issues in Events Management (M03ORB) [Option]
  – Digital Marketing (M33MKT) [Option]
  – Managing Corporate Reputation (M36MKT) [Option]
  – Marketing Consultancy Research (M38MKT) [Option]

• Semester 3 – Dissertation (practice- or research-based)
Tuition Fees:

Fees for 1 year MSc

International fees: £13,678

UK/EU fees: £9,602

UCLL fees: ±£6,400

5% discount for full payments before enrolment:

±£6,080
Any Questions?

Important contact details:

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