



Semester Two 2017/18

Study Abroad Module Choices

Each module is equivalent to 30 UK credits, 7.5 US credits or 15 ECTS credits. All students are required to take two modules for a total of 60 UK credits per semester.

FB460 Introduction to International Football Business

The international football business environment has undergone a variety of fundamental changes in the last 20 years and in this module you will examine the reaction of football governing bodies and clubs to the opportunities and threats which arise from the existence of international forces. You will gain an understanding of the impact of globalisation and apply this within the context of international football governing bodies and football clubs. Organisational structures and business management practices in the international football business environment will be analysed along with the environmental factors that affect international governing bodies.

FB458 Integrated Marketing Communications

Integrated marketing communications is the art of using all aspects of the communications methods available to a marketer in a cohesive way. To do this you will study specialist areas, relating to above and below the line communications methods, and internet-based through the line communications including: advertising and the appropriate media channels, public relations, sponsorship and sales promotion, and the use of social media. You will also learn how to enhance and manage the relationships that exist between external clients and advertising/PR agencies.

FB407 An Introduction to Stadium and Events Management

Stadium and events management is a vital component in the global sport and entertainment operation at Wembley Stadium. The aim of this module is to introduce students to the central management and planning functions undertaken by stadium managers and their teams to safely operate events. Students will examine core stadium management functions such as facilities management, event planning, health and safety, stadium utilisation, stakeholder management and the marketing of events.

FB466 Principles of Sports Broadcasting

This module introduces students to sport broadcasting in terms of both a business and a practical profession. The main focus of this module will be to introduce students to the practical skills of broadcast production, reflecting current advances within the broadcast profession. With the growth of 24-hour sport channels, the opportunities in sport broadcasting have expanded and students need to be prepared for the challenges of a fascinating and exciting future. In order to succeed in this competitive field, it is vital to be multi-skilled as broadcast professionals are often expected to be able to research, write, shoot and edit their own content. This module will teach students how to operate industry-standard television cameras, audio recorders and editing software. Students will learn to structure their work in a logical and coherent manner and produce TV and radio news assignments for clearly defined sport audiences.

Students will also examine prices paid for broadcasting rights – especially football – as the concept of mediated sport is explored and students understand how the media's relationship with sport is one of the primary business relationships within global sport today. They will understand the impact of broadcasting rights on sport and the media itself. By the end of this module, students will have received a comprehensive introduction to sport broadcasting from two perspectives: the administrator and the programme-maker.

FB469 Social and Digital Sports Media

This module considers the evolving digital environment and allows students to develop an understanding of how new technologies are used in, and impact upon, today's media industry. Students will be encouraged to explore how social and digital media can be used as news-gathering and information research tools and also as a means of publishing work suited to a range of audiences within an ethical and legal framework. Students will develop a theoretical understanding of the adaptation of conventional skills to meet the demands of the digital age while expanding practical skills to enable them to work professionally in the digital arena.