

## NATIONAL DIPLOMA: SPORT MANAGEMENT

Qualification code: NDSM01 - NQF Level 6

Campus where offered: Pretoria Campus (day classes)

Last year of new intake: 2018

Teach-out (phase-out) date: 31 December 2023

Students registered for this qualification should complete their studies according to the teach-out date prescribed for the qualification, subject to the stipulations of Regulation 3.1.11 and 3.1.13 in the Students' Rules and Regulations.

Information on phased-out programmes can be obtained from the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

### CURRICULUM

Consult the 2018 Faculty Prospectus for the full contents of the qualification.

#### FIRST YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
MRK140T	Marketing I	(0,200)	
PRS120T	Public Relations I	(0,200)	
SFR100T	Sport and Physical Recreation Studies I	(0,200)	
SRT100T	Sport Management I	(0,200)	

#### FIRST SEMESTER

EUC10AT	End-User Computing IA	(0,100)	
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#### SECOND SEMESTER

EUC10BT	End-User Computing IB	(0,100)	
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TOTAL CREDITS FOR THE FIRST YEAR: **1,000**

#### SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
MRK220T	Marketing II	(0,250)	Marketing I
PRS210T	Public Relations II	(0,250)	Public Relations I
SFR200T	Sport and Physical Recreation Studies II	(0,250)	Sport and Physical Recreation Studies I
SRT200T	Sport Management II	(0,250)	Sport Management I

TOTAL CREDITS FOR THE SECOND YEAR: **1,000**

#### THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CNV100T	Consumer Behaviour I	(0,250)	
PSG100T	Personal Selling I	(0,250)	
SFR300T	Sport and Physical Recreation Studies III	(0,250)	Sport and Physical Recreation Studies II
SRT300T	Sport Management III	(0,250)	Sport Management II

TOTAL CREDITS FOR THE THIRD YEAR: **1,000**

TOTAL CREDITS FOR THE QUALIFICATION: **3,000**



## SUBJECT INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the Department or in the study guide that is applicable to a particular subject. On 18 October 2019, the syllabus content was defined as follows:

### C

#### CONSUMER BEHAVIOUR I (CNV100T)

1 X 3-HOUR PAPER

*(Subject custodian: Department of Marketing, Supply Chain and Sport Management)*

An overview of the model of consumer behaviour is provided and a basic foundation is laid for the consumer decision-making process. The demographics of the South African consumer market are detailed. The student develops an understanding of the strategies focusing on the external influences on consumer behaviour. The influence of situations on the consumer is expounded. All the work is practically applied. The student develops an insight into strategies that utilise knowledge of internal (psychological) influences on consumer behaviour. The consumer decision-making process is covered in detail. Factors influencing each step of the consumer decision-making process are explained. The focus is also on the post-decision behaviour of consumers. All the work is practically applied. (Total tuition time: ± 96 hours)

### E

#### END-USER COMPUTING IA (EUC10AT)

CONTINUOUS ASSESSMENT

*(Subject custodian: End User Computing Unit)*

Students have to acquire theoretical knowledge (computing fundamentals) and practical skills as end-users in operating systems and MS Office Suite applications (MS Word, MS Excel and MS PowerPoint) on an introductory level. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 40 hours)

#### END-USER COMPUTING IB (EUC10BT)

CONTINUOUS ASSESSMENT

*(Subject custodian: End User Computing Unit)*

Students have to acquire practical skills as end-users in MS Office Suite applications (MS Excel Intermediate and MS Access Essentials), graphic design and dealing with the Internet, networks and how to search for information. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 30 hours)

### M

#### MARKETING I (MRK140T)

1 X 3-HOUR PAPER

*(Subject custodian: Department of Marketing, Supply Chain and Sport Management)*

Introduction to sport marketing and the market in which the sport industry functions. Background to the functional interaction between the sport marketing department and the other departments in the organisation. Guidelines on the handling of case studies and the subject terminology used in sport marketing. An introduction to entrepreneurship. The decision-making areas of the sport marketing strategy, namely the product, price, distribution and marketing communication, are studied in depth. (Total tuition time: ± 96 hours)

#### MARKETING II (MRK220T)

1 X 3-HOUR PAPER

*(Subject custodian: Department of Marketing, Supply Chain and Sport Management)*

An overview of strategic sports marketing. Analysing the contingency framework for strategic sports marketing. Planning for market decisions. Understanding participants and spectators as consumers. Segmentation, targeting and positioning. Planning the sports marketing mix (sport product, pricing strategies, sport promotion mix, sponsorship). Implementing and controlling the strategic sports marketing process. (Total tuition time: ± 96 hours)



**P****PERSONAL SELLING I (PSG100T) 1 X 3-HOUR PAPER**  
**(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

Introduction to the role of selling in the marketing mix and the task of a salesperson. The customer and the buying process. Communication (verbal, non-verbal, written, adaptive selling and styles). Sales knowledge. Managing yourself and your time (methods of acquiring professionalism in selling). The selling process. Special problems relating to selling services and selling in business markets, negotiation skills, ethics in selling, information and communication technology and practical applications. (Total tuition time: ± 96 hours)

**PUBLIC RELATIONS I (PRS120T) 1 X 3-HOUR PAPER**  
**(Subject custodian: Department of Integrated Communication)**

Students are trained to become public relations practitioners who will be able to make effective decisions in a rapidly changing environment. This subject is aimed at providing the student with a structured programme to refine and develop professional skills. (Total tuition time: ± 192 hours)

**PUBLIC RELATIONS II (PRS210T) 1 X 3-HOUR PAPER**  
**(Subject custodian: Department of Integrated Communication)**

Theory from the first year is extended to an in-depth practical application of public relations theory with a specific focus on public relations strategy. (Total tuition time: ± 166 hours)

**S****SPORT AND PHYSICAL RECREATION STUDIES I (SFR100T) 1 X 3-HOUR PAPER**  
**(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

Orientation in respect of the human body. A study of human anatomy with an introduction to the basic structures and functions of the body, from the chemical level to the systemic level. Anatomical terminology. (Total tuition time: ± 96 hours)

**SPORT AND PHYSICAL RECREATION STUDIES II (SFR200T) 1 X 3-HOUR PAPER**  
**(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

It is necessary to establish a proper understanding of the different concepts related to recreation. The following aspects will be covered during the year: broad views of one of the top industries for the 21<sup>st</sup> century in parks and recreation, illustrate the wealth of opportunities within diverse recreation professions, who and what the programmer is, what the programmer's responsibilities are, how customer behaviour could influence programme planning, introduction to programme planning and development, as well as the delivery of the programme. Students have to gain experience in different multifaceted delivery systems, introduction to different sectors and areas of programming, understand leisure recreation under the areas of sports, fitness, health and wellness, holiday programmes and adventure programmes for exposure to this field. (Total tuition time: ± 96 hours)

**SPORT AND PHYSICAL RECREATION STUDIES III (SFR300T) 1 X 3-HOUR PAPER**  
**(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

Students should be able to understand proper planning, implementation and evaluation processes of leisure programme services and how those concepts are interrelated. At this level, students should have a clear understanding of the rational programme planning model and how to introduce it through developing a recreation programme. Role of programmed leisure in promoting well-being of individuals and community, professional way of providing programme services, understanding various recreation services, examining the steps in the programme planning process. Students thus acquire the skills to work in groups. Students should also be able to introduce risk management. Sport tourism is a fairly new field in sport and recreation and is presented in this subject. Students should understand the appropriate measure for program success. (Total tuition time: ± 96 hours)

**SPORT MANAGEMENT I (SRT100T) 1 X 3-HOUR PAPER**  
**(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

An introduction to the basic principles of sport management, including management leadership theory, sport consumer behaviour, introduction into finance and economics, professional sport and scholastic sport. (Total tuition time: ± 96 hours)



**SPORT MANAGEMENT II (SRT200T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

A large part of the year is devoted to event management. In addition, the subject covers human resource management in a sport setting, as well as the general skills of a manager or director of sport. Students will be required to organise sporting events of their choice, implementing all the theory work covered at this level. (Total tuition time: ± 96 hours)

**SPORT MANAGEMENT III (SRT300T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

Students acquire basic knowledge of sport law principles to enable them to negotiate and discuss contracts. General law principles are also covered. In addition, the subject deals with facility and materials management. Students will also be exposed to financial management. (Total tuition time: ± 96 hours)

