

UNIVERSITY OF BOLTON
SCHOOL OF HEALTH AND SOCIAL SCIENCES
SPORT AND LEISURE MANAGEMENT
PATHWAY
SEMESTER TWO EXAMINATIONS 2010/2011
STRATEGIC MARKETING MANAGEMENT FOR
SPORT, LEISURE AND TOURISM
MODULE NO: TOM3003

Date: Thursday 2 June 2011

Time: 10.00am - 12noon

INSTRUCTIONS TO CANDIDATES:

There are 5 questions on this paper.

Answer 2 questions.

All questions carry equal marks.

Candidates are allowed two sides of A4 handwritten notes.

University of Bolton
Health and Social Sciences
Sport and Leisure Management Pathway
Semester Two Examination 2010/2011
Strategic Marketing Management for Sport, Leisure and Tourism
Module No. TOM3003

Answer TWO questions

1. Customer segmentation is a key marketing strategy that enables organisations to reach their target market. Critically assess the types of segmentation methods used in marketing and provide examples of how these methods are applied in the sport, leisure and tourism industry.
(50 marks)

2. Corporate Social Responsibility (CSR) and ethics in business/organisational practice represent an important aspect of the strategic approach of many contemporary sport, leisure and tourism organisations. Define CSR, critically appraise its role in sport/leisure/tourism organisations and assess its relationship with marketing practice.
(50 marks)

3. Evaluate the factors that small and medium sized sports/tourism organisations need to take into account when developing a marketing strategy.
(50 marks)

4. Drawing from examples from the sports, leisure and/or tourism industries, critically appraise the role that marketing research plays in developing an effective marketing strategy.
(50 marks)

5. Marketing in sport, leisure and tourism is increasingly web and social-network based. Evaluate the advantages, disadvantages and issues involved in using social networking as a means for sport, leisure and tourism organisations to interact with their target markets.
(50 marks)

END OF QUESTIONS