

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF SCIENCE AND ENGINEERING
DEPARTMENT: SPORTS SCIENCE
BACHELOR OF SCIENCE HONOURS IN SPORTS SCIENCE AND MANAGEMENT
SSM 223: SPORTS MARKETING
DURATION: 3 HOURS **TOTAL MARKS: 100**

JUN 2025

INSTRUCTIONS TO CANDIDATES

Answer two questions from Section A and two Questions from Section B.

Question 4 is compulsory.

SECTION A

1. a. Discuss the differences between the terms marketing of sport and marketing through sport.
(8 marks)
b. Explain why most Zimbabwean sports entities are finding it difficult to attract and retain sponsorship and suggest possible remedies to the problem.
(12 marks)
2. a. What is meant by the term digital sport marketing mix?
(5 marks)
b. Discuss the role of the various elements of the digital sports marketing mix in the marketing of sport.
(15 marks)
3. a. What is meant by the term social media marketing?
(5 marks)
b. Discuss the significance of social media as a sports marketing communication tool. (15 marks)

SECTION B

4. Assume you are a marketing director for a leading professional football team, and you have been tasked by the team president to draft a sponsorship proposal for the purpose of seeking sponsorship from a recently established sports equipment manufacturing company.

Task: Draft a written summary capturing the key elements of the assigned sponsorship proposal.

(30 marks)

5. As a member of the Marketers Association of Zimbabwe, you have been tasked to make a presentation at a marketing symposium on the role of influencer marketing in sport.

Task: Prepare a brief written draft of your presentation.

(30 mark)

6. Assume you are a sports marketing consultant, and you have been approached for advice on how to use phygital marketing strategies to revive a former leading sports brand whose image and financial fortunes have been damaged by lack of product innovation, unethical practices, poor performance on the field of play and competition from better resourced local new entrants and global sports brands.

Task: Prepare a draft capturing the main points you will raise in your advisory report. **(30 marks)**

END OF PAPER