Football City: Sport and Culture in Liverpool

IEEL024 5 credit module (equivalent to 2.5 ECTS)
(accreditation of this module is still subject to final approval)

1. Module Leader

Julie Robson

Biography. Tutor in Art and Architecture at the University of Liverpool, Continuing
Education. I studied Art History and English Literature at the University of Nottingham, and a
Masters Degree in Contemporary Art and Architecture at University of Liverpool. Born in
Liverpool, I have a particular interest in all aspects of the city’s history, heritage, life and
culture. Besides lecturing at the University, I have worked at several galleries and museums
since 1992 and led a wide range of architectural and cultural tours looking at both historic
and new development during the regeneration of the city.

Guest Lecturer

Matthew Hindmarch

Biography. I am a PhD student and sessional lecturer at Liverpool John Moores University
researching the landscape and practices associated to the sponsorship of grassroots football
across the North-West of England. My scholarly interests are far reaching but predominantly
relate to the business of football field, specifically marketing and sponsorship. I am a member
of the growing Football Collective and have contributed to the recently launched Routledge
Handbook of Football Business and Management.

2. Module Description

Professional football has its roots in the working class communities of Victorian Britain and it
developed into a global industry in the late 20th century. This module will examine the social
and historical background to the cultural phenomenon and discuss its effect on shaping the
modern city of Liverpool, particularly through marketing and tourism. It will also explore the
multi-faceted area of the business of football, focusing on the marketing related principle of
sponsorship and its exponential rise within football. Future trends associated to the football business and their potential impacts on the industry will be explored.

3. Module Aims

This module aims to:
- To develop confidence in understanding and communicating complex ideas
- To develop skills in research, collaborative learning and producing and delivering presentations.
- To introduce students to the history and development of Liverpool’s football clubs in the context of British social history and to examine the contribution of sports culture to the regeneration, rebranding and marketing of Liverpool as a tourist attraction in the 21st century.
- To introduce students to the business of football, global brands and the marketing related principle of sponsorship and its rise within football.

4. Content

The following topics will be considered on the module:
- Context: social and historical background of football in Britain with a focus on Liverpool clubs and the local community
- Studying the impact of marketing, the role of the media and how football has become more inclusive for women and other social groups
- Explore the business of football, marketing in relation to sponsorship, global branding and future trends associated to the football business
- Contribution of football to the rebranding of the city, World Heritage Site inscription and the impact the Capital of Culture award in 2008
- The rise of Liverpool’s tourist industry and marketing of the city in the 21st century
- Women and football

5. Module structure

The module will be delivered over a three-week period in six two hour sessions (four hours per week, total 12 hours contact time).

The module will consist of classroom-based seminars and workshops with a site visit to Liverpool Football Club’s ground and museum at Anfield. Each session will begin with an interactive slide-presentation, followed by group discussion and a workshop. Students will be expected to participate fully and actively throughout the sessions.

6. Teaching methods

The teaching approach will include the following:
- Taught sessions
- Small group working
- Group discussions
- Presentations
• Workshops
• Site visit to Anfield

7. Assessment:

Assessment will be by:
• Group presentation
• Multiple choice examination

Standard University policies apply with regard to late submission of assessments. There is no re-assessment opportunity.

8. Course structure:

The course will be interactive in nature, with the sessions highly focused on understanding, interpretation and expression: encouraging students to put theory into practice throughout.

The Indicative schedule is as follows:

**Session One:**
*Liverpool: Football City*
The course begins with an introduction to the clubs of Everton and Liverpool in the social and historical context of British football. Students will learn about significant events such as the FA Cup, England’s World Cup victory, the appointment of manager Bill Shankly, European competition, the Heysel and Hillsborough disasters.

**Session Two:**
*Football Culture*
This session focuses on the relationship between the sport and its fans, looking at the development of footballer as celebrity in the 1970s, the role of the media, marketing, sponsorship and also the rebranding of a dominantly male sport to make it more inclusive for women and other social groups. We will also discuss football memorabilia such as scarves, banners, football programmes and magazines.

**Session Three:**
*The Football Business*
At its core football is a game. Once just a competitive sport played on the pitch, football is now big business! But what is the business of football? The aim of this session is to subsequently explore this multi-faceted area within the confines of the iconic footballing city of Liverpool which boasts two global brands in Liverpool and Everton FC. We will specifically focus on the marketing related principle of sponsorship and its exponential rise within football using the cases above to strengthen our understanding. We will conclude by discussing the potential future trends associated to the football business and its subsequent potential impacts on the industry.
Session Four:
*Football and Art*
We will explore a range of artworks that take football as subject or inspiration, including paintings by Peter Blake, John Lennon and L S Lowry, sculptures of heroes such as Bill Shankly, Dixie Dean, The Hillsborough and WW1 Memorials.

Session Five:
*Visit to Anfield*
Meet at reception promptly to take coach to the football ground for a tour and visit to the club museum.

Session Six:
*Presentations and Plenary*
Students will be asked to deliver a short presentation in this session which will form part of their overall assessment for the course. (Details to be provided in Session 1). The course will conclude with a summary and discussion about current developments and events in the city related to the module content.

9. Learning outcomes

On completion of this module, students will be able to:

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<thead>
<tr>
<th>Learning outcome</th>
<th>Assessment component which assesses this learning outcome</th>
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<tbody>
<tr>
<td>Develop confidence in understanding and communicating complex ideas in written and spoken language</td>
<td>Multiple choice/short answer paper (20 questions) and Group Presentation</td>
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<tr>
<td>Research a topic and work collaboratively to produce a group presentation</td>
<td>Group presentation</td>
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<tr>
<td>Demonstrate a basic awareness of the skills and knowledge required to plan, deliver and reflect on the contribution of sport to the well-being of a community and regeneration of a city</td>
<td>Multiple choice/short answer paper (20 questions) and Group presentation</td>
</tr>
<tr>
<td>Demonstrate an introductory understanding of the business of football, global brands and the marketing related principle of sponsorship and its rise within football</td>
<td>Multiple choice/short answer paper (20 questions) and Group presentation</td>
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10. Skills
Key skills that will be developed:

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<thead>
<tr>
<th>Skill</th>
<th>How this skill is developed</th>
<th>Mode of assessment</th>
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<tbody>
<tr>
<td>Teamwork</td>
<td>Group discussions, activities and tasks in class</td>
<td>Group presentation</td>
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<tr>
<td>Communication Skills</td>
<td>Orally in group discussions, activities and tasks in class, in writing by production of assessed assignment</td>
<td>Group Presentation Multiple choice/short answer paper (20 questions)</td>
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11. Books, ebooks and websites:

The University Website at [www.liv.ac.uk/library](http://www.liv.ac.uk/library) provides access to many relevant books and electronic books, as well as academic journals and databases.

**Recommended Pre-Course Reading**


Belchem, John, *Liverpool 800: Culture, Character and History*, University of Chicago Press, 2012


Gibbons, Tom, *English national identity and football fan culture: who are ya?* Burlington, Vermont: Ashgate, 20


Morris, Terry, *Vain Games of No Value? A Social History of Association Football in Britain During its First Century*, AuthorHouseUk, 2016

Pfister, Gertrud and Pope, Stacey, *Female football players and fans: intruding into a man's world*, Palgrave Macmillan, 2018


All of these books are excellent introductions to Liverpool and football history, but it is not necessary or required to read all of them. We would recommend choosing and reading one, or at least dipping into the chapters of particular interest to you.

We may also assign readings from these books as preparatory work during the course.
If you are not familiar with the English grammatical system, it would be advisable to also buy or borrow a good grammar reference book and/or a learner’s dictionary.

Examples include:


**Core Texts**


Belchem, John, *Liverpool 800: Culture, Character and History*, University of Chicago Press 2012

Morris, Terry, *Vain Games of No Value? A Social History of Association Football in Britain During its First Century*, AuthorHouseUk, 2016

**Useful Websites**

http:// liverpoolvision.co.uk/marketing-liverpool

https://www.liverpoolfc.com/fans/lfc-around-the-globe

https://www.liverpoolfc.com/history

http://www.evertonfc.com/home


https://www.fifa.com/about-fifa/who-we-are/the-game/britain-home-of-football.html

https://spartacus-educational.com/Fhistory.htm