

Liverpool Hope Maymester 2020



The Business of Soccer: Liverpool Soccer Legends

We are delighted to offer 2 and 3 week courses in May on a range of interdisciplinary themes for our partner universities. We do hope you will join us.

Duration:

- Students can take a 2 week course with us, which is audited and non-credit bearing.
- Students can complete the 2 week taught course and then stay for a third week of supported course assignments tasks to gain 3 USA academic credits.

Dates and cost:

- Non-credit bearing 2 week course: 16th - 30th May 2020, \$2,400
- Credit bearing 3 week course: 16th May - 6th June 2020, \$2,800

Course theme: The Business of Soccer: Liverpool Soccer Legends

Liverpool is a city famous for its soccer teams, and this course will give students an opportunity to visit its world-renowned football stadiums and meet key stakeholders. With a particular focus on Liverpool FC and Everton FC, comparisons will be made with other major European soccer leagues and with soccer in the USA, as well as other sports, such as baseball and American football.

This Maymester course will explore soccer through three different strands; the economics and finance of soccer, management of soccer, and soccer marketing within the English Premier League. Students will explore key concepts of globalisation and the external macro environment, considering the impact on Liverpool soccer clubs. The typology of soccer fans and how this has changed over recent years will be considered. How soccer clubs and other sporting institutions build and maintain fan loyalty and brand loyalty (not necessarily the same thing!) will also be investigated.

This course is dependent on viable numbers.

Liverpool

Liverpool is a city like no other. From world-famous architecture and magnificent museums, to music legends revolutionising popular culture, Liverpool has always been a hub of creativity. Through spectacular festivals, dramatic sporting attractions and unique art, the city continues to be a gateway for UK culture, attracting millions of visitors every year.

Maymester program

Designed to meet the needs of students majoring in a variety of subjects, the programs will be based at Liverpool Hope University. The programs will be a combination of formal lectures, discussion groups, one-on-one tutorials and accompanied trips in the North West of England and beyond.



LIVERPOOL HOPE
UNIVERSITY
175 YEARS OF ACADEMIC
EXCELLENCE



CONTACT

T: +44 (0)151 291 3295
E: internationalhub@hope.ac.uk
www.hope.ac.uk

All Maymester courses are made up of 4 components:

1. Morning academic classes specific to each theme.
2. Afternoon cultural activities, some specific to each theme.
3. Evening social activities for all Maymester students.
4. Weekend trips for Maymester students.

Teaching takes place for the first 2 weeks, with morning classes delivered by Hope Faculty on the chosen theme for a total of 30 hours teaching. Students can finish the programme after 2 weeks or, if they wish to gain academic credits, they will complete a third week with directed assessment tasks and guidance. In the third week, students will develop skills in independent and team working, time management, presentation and critical thinking, and analysis as they work on assessment tasks.

Academic classes

You will be taught by Liverpool Hope University faculty members, including senior professors and heads of department. All our academics are experts in their subject and publish research in international journals.

Cultural activities

(examples of activities and trips)

- The Beatles Quarter
- Liverpool Football Stadium tour
- Museum of Liverpool
- Walker Art Gallery

Social activities

(examples of activities and visits)

- Welcome dinner
- Sports activities
- Iconic film screening

- Games night
- Traditional Pub quiz
- Park walk

Living and studying at Hope Park

At Hope Park we have a range of facilities available to Maymester students.

Accommodation

Students will have a single room at Hope Park or our Aigburth Park campus, staying in a flat with other Maymester students. Each flat has a shared kitchen where students can cook evening meals. Our halls of residence each have a communal common room with a TV, couches and chairs for students to work together or sit round and relax. A free shuttle bus will take students from their accommodation to our teaching campuses at Hope Park and the Creative Campus.

Fresh Hope Canteen

Maymester students will have breakfast provided Monday to Friday before morning classes. A cooked lunch is also included in the cost, Monday to Friday, in our canteen. Students can cook in the evening or get a take-away meal delivered.

Sheppard-Worlock Library

The Library is a hive of activity for individual and group study. Maymester students will have access to a wide range of study environments and resources relevant to their course theme.

Cost

2 week cost: \$2,400

The cost includes:

- Airport pick-up and drop-off, Manchester Airport to University accommodation
- Single room on campus
- Breakfast and lunch (Mondays to Fridays)
- Formal Welcome dinner
- Transport and any entrance fees for cultural and social visits included in the programme
- Liverpool local bus pass

3 week cost: \$2,800

The cost includes those items listed above, plus:

- Assignment tasks
- 1 to 1 advice and small group support for assignment tasks
- Grading of assignment tasks
- Formal record of grades and credits achieved

Optional weekend trip to London cost: \$700.

The cost includes:

- Train travel to London
- 2 nights hostel accommodation with breakfast
- 1 day London Pass for entry to 70+ tourist attractions
- £10 Oyster card for public transport
- Evening performance at Shakespeare's Globe Theatre

