

HHPL 145: Sports Marketing

Sports Marketing is a specialized marketing course that is designed to explore and prepare students to develop the skills necessary to address marketing issues specific to the sports industry. Students will examine the basic concepts of marketing in sport, marketing concepts, the marketing mix, basics of marketing, target marketing, sponsorship, rights fees, licensing and merchandising, consumer behavior, market segmentation, positioning, strategic planning, the sport product, endorsements, and the development of a comprehensive marketing plan.

Credits: 3

Program:

Health, Human Perform. & Leisure Studies

COURSE DESCRIPTIONS