

MKTG 380: Sports Marketing

Develop skills necessary to address marketing issues specific to the sports industry. Analyze the field of sports in terms of the practices, applications, and strategy of mainstream marketing. The subject includes: Sponsorship, Endorsements, Licensing, Segmentation of the Sports Market, Promotional Strategy for the Marketing of Sports Products, and Emerging Issues in Sports Marketing.

Credits: 3

Prerequisites/Permissions:

MKTG 301 (c), B-School Major/Minor

Program:

Marketing

COURSE DESCRIPTIONS