SPORT MARKETING — EXER 2275

A. Course Description

- Credits: 3.00
- Lecture Hours/Week: 3.00
- Lab Hours/Week: 0.00
- OJT Hours/Week: 0
- Prerequisites: None
- Corequisites: None
- MnTC Goals: None

This course is designed to give students an understanding of marketing theories and practices relative to the sports industry. Specific topics include: public relations, promotions, special events, fundraising, licensing and merchandising, market research, pricing, sales, sponsorship and consumer behavior as it applies to the marketing sport or marketing products through sport.

B. Course Effective Dates: 2/16/11 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. identify marketing needs through the planning of programming related to sports programming, events and business
2. identify the marketing component to any revenue or business plan as related to successful sports programming, facility and event management
3. implement marketing and promotional skills in order to create, increase or maximize revenue associated with the business models related to sports
4. learn about and be able to utilize communication mediums to promote sports programming and events (media relations, print material, commercial, technology)
5. understand the nature of sports programming as related to purpose, mission and business model, (i.e. nonprofit, for profit, municipal, school, college or professional level sports
6. utilize trends in the sports industry that relate to specific functions and duties while working in a job or career related to sports

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
F. Learner Outcomes Assessment
   As noted on course syllabus

G. Special Information
   None noted