

BUS 363 : Sport Marketing

This course will cover the basic theories and principles of sport marketing including the marketing of products such as professional and amateur teams, esports, as well as recreational and sport club services. The student will study and understand the market, develop a marketing strategy and implement marketing plans through sponsorship, licensing, promotions, advertising and sales. Innovative and traditional approaches including industry disruption to promotion and public relations in the sport industry are also discussed.

Credits 3

Prerequisites

BUS 204