

SPTS 170C : Sports and Recreation Marketing

Focuses on marketing issues as they relate to sports-related enterprises. A variety of marketing techniques and approaches are analyzed to broaden students' backgrounds in this area and to better allow them to develop effective and comprehensive sports marketing plans.

Credits 3

Lab/Practicum/Clinical Hours 0

Lecture Hours 3

Prerequisite Courses

SPTS 101C

MATH 251C

Learning Outcomes

- Understand market forces creating need for sound sport marketing strategy.
- Understand obstacles to sport marketing strategy.
- Recognize components of sport product and sport industry.
- Learn what makes sport marketing unique.