

BUS2250 - Sport Marketing

Credits:	3 (3/0/0)
Description:	Sport Marketing is a specialized course that prepares students to address marketing issues specific to the sports industry. This course analyzes the field of sports in terms of the practices, applications and strategies of mainstream marketing. Subjects include sponsorship, endorsements, licensing, market segmentation, promotional strategy for sports products, and emerging issues in sports marketing. The course explores strategies for success in marketing sports events, products and services. The course builds knowledge, skills and a practical understanding of the nature, contexts and dynamics of sports marketing, critically exploring product, price, promotion and placement within the sports marketing context. The course emphasizes exploring the essentials of effective sports marketing. Topics include the application of marketing principles in the sports arena, licensing issues, sponsorships and endorsements, stadium and arena marketing, broadcasting and media considerations, public policy and sports, and the unique marketing challenges for sport-specific products (football, basketball, baseball, motorsports, etc.)
Prerequisites:	<ul style="list-style-type: none"> • PE2100
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> 1. Understand the elements that make up the sports landscape. 2. Analyze how sports are used to evoke behavior, attitudes and beliefs. 3. Evaluate consumers' participation in sports as spectators and as participants. 4. Apply marketing research within the context of sports. 5. Understand how teams and sports are promoted. 6. Analyze how sports brands are built and rebuilt (rebranded). 7. Understand marketing objectives, strategies and tasks within a sports context. 8. Analyze sports sponsorship elements and sponsorship proposals. 9. Understand how to identify and leverage athlete endorsement. 10. Analyze pricing strategies for sporting events. 11. Analyze the economic impact of sports. 12. Analyze the evolution of women's sports. 13. Analyze the upcoming changes and challenges within the sports landscape.
MnTC goal areas:	None

*Can be taking as a Prerequisite or Corequisite.