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, emerging issues in sports marketing, and strategies for success in marketing sports events, products, and services.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Analyze the key components and forces that shape the sport industry. 2. Analyze how sports are used to evoke behavior, attitudes and beliefs. 3. Evaluate consumers' participation in sports as spectators and participants. 4. Apply marketing research within the context of sports. 5. Evaluate promotional strategies used by sports teams and leagues to build visibility, audiences and revenue. 6. Analyze how sports brands are built and rebuilt (rebranded). 7. Describe marketing objectives, strategies and tasks used in the sports industry. 8. Analyze sports sponsorship elements and sponsorship proposals. 9. Evaluate the effectiveness of athlete endorsements in achieving sport marketing goals. 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.*

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