PHED 3600: Sport Marketing

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: *.*
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

Study of fundamental marketing principles utilized in sport. Topics include definitions, marketing planning process, goals and objectives of marketing, marketing mix, target markets, consumer behavior, sponsorship, endorsement, merchandising, fundraising, and mass communication. Prerequisite(s): BUAD 2280 or consent of instructor.

B. COURSE EFFECTIVE DATES: 08/02/2011 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. The special nature of sport marketing
2. Strategic marketing management
3. Understanding the sport consumer
4. Market research in the sport industry
5. Market segmentation
6. The sport product
7. Managing sport brands
8. Sales and service
9. Corporate partnerships and the role of activation
10. Promotion and paid media
11. Public relations
12. Social media in sport
13. Delivering and distributing core products and extensions
14. Legal aspects of sport marketing
15. Cross-effects matrix: putting it all together
16. The future: shape of things to come

D. LEARNING OUTCOMES (General)

1. Debate current sport marketing issues and recommend solutions.
2. Analyze articles related to sport marketing issues in sport.
3. Examine company profiles and assess their success in the sport industry.
4. Develop a marketing plan for a sport product to be offered in the market.
5. Conduct sport research related to sport marketing [Graduate Component]

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None
F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted