



**Course Name:** Sports Marketing

**Course Number:** BMK\* E212

**Credits:** 3

**Catalog description:** This course examines sports media and marketing from both theoretical and practical perspectives. The course explores the role of media in contemporary sports, and media's influence on participants, competitors, fans, and the wide range of sports institutions and enterprises. The course also addresses traditional and new media, public relations, direct and viral marketing, and more, as elements of promotion along with the other components of the sports marketing mix: product development and management, pricing, and distribution of sports offerings. Marketing planning, plan implementation and evaluation are incorporated into the course. Unique challenges and opportunities in sports marketing will be discussed. Projects and assignments focus on sports programs, ranging from recreational to professional teams, and from non-profit sports organizations to commercial sports enterprises locally and nationally.

**Prerequisite:** ENG 101 or permission of instructor

**Corequisite, or Parallel:**

## **General Education Competencies Satisfied:**

**HCC General Education Requirement Designated Competency Attribute Code(s):**

None

**Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:**

None

**Embedded Competency(ies):**

None

**Discipline-Specific Attribute Code(s):**

BUS                      Business elective

## **Course objectives:**

**General Education Goals and Outcomes:**

None



**Course Specific Objectives:**

1. Understand the breadth and impact of the sports industry
2. Describe sports markets – participants, competitors, fans, institutions, and more
3. Explain the nature and influence of sports media
4. Be familiar with research approaches that can be applied to sports marketing
5. Describe the processes of segmentation, targeting and positioning with respect to sports markets
6. Understand the elements of the marketing mix (Products, Pricing, Distribution and Promotion) and their application in the sports industry
7. Demonstrate the steps in creating and executing a sports marketing plan

**Course Content:**

1. Introduction to Sport Marketing
2. The dynamics of sports
3. Sports and the media
4. Understanding sport through market research
5. Sport Consumers – spectators, participants and other consumers
6. Creating Sports Marketing Strategies
7. Sports Products
8. Sports Pricing concepts and strategies
9. Sports Distribution
10. Sports Promotion
11. Sports Sponsorship
12. Sports Services
13. Sports Marketing and the New Media
14. Sports Marketing Implementation and evaluation
15. Career Opportunities in Sports Marketing
16. Sports Marketing Sites of Interest on the Internet

Date Course Created:

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