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## SECTION HEADING

### PHED 2215: Sport Marketing

#### Description

Sport Marketing introduces students to an in-depth study of marketing and its influence on various sports. It involves a thorough review of the product, be it tangible or service, and details bringing the product to market. Topics include advertising, promotions, public relations, location, pricing, sponsorships, licensing, market segmentation, and the role of research.

#### Credits

3

#### Prerequisite

None

#### Corequisite

None

#### Topics to be Covered

1. Marketing Concepts as they relate to the sports industry.
2. Prospective in sports as it relates to sports marketing.
3. Licensing and branding of sports merchandise.
4. Placement and sports product distribution.
5. Advertising and event sponsorship.
6. Social media and public relations as it relates to sports marketing.

#### Learning Outcomes

1. Identify marketing changes and the effects on the sports industry.
2. Demonstrate appropriate communication skills necessary for the sports industry.
3. Describe sports product pricing strategies.
4. Define different areas of sports marketing.
5. Define the legal aspects of licensing and branding.
6. Demonstrate knowledge of marketing through social media and other merchandising pathways.

#### Credit Details

Lecture: 3

Lab: 0

OJT: 0

MnTC Goal Area(s): None