



COURSE TITLE : **EVENT & SPORTS MARKETING**

COURSE NUMBER : **MKTG 390**

CREDITS : 3

PREREQUISITE : MKTG 210

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 36

COURSE DESCRIPTION & OBJECTIVES :

The aim of this course is to provide students with an introduction to the concepts and theories unique to event and sports marketing and review the basic principles of marketing in the context of sports. This course seeks to cover all of the relevant issues in designing an integrated marketing strategy.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction to sports marketing
- Conceptual sports marketing framework
- Sports product concepts
- Managing sports products
- Promotion
- Distribution
- Pricing
- Overall strategy

TEXTS : *Successful Event Management*, Stone & Parry, Cengage, 3rd Edition, 2010

EVALUATION : The final grade will be made up of a class participation and presentations, a mid-term test and the final examination.