Global Learning Semesters
Course Syllabus
Course: SPRT-303 Sports Promotion
Department: Management
Host Institution: University of Nicosia, Nicosia, Cyprus

Course Summary		
Course Code	**Course Title**	**Recommended Credit Hours**
SPRT-303	Sports Promotion	3
Semester Offered	**Contact Hours**	**Prerequisites**
Fall, Spring	42	Junior of Senior Standing, MKTG 291
Department	**Level of Course**	**Language of Instruction**
Management	Upper Division	English

Course Description

The course will provide an evaluation of marketing techniques and promotional strategy. Students will familiarize with the marketing mix, new product strategy and services, interactive promotion and sports event marketing. The sports product/service and the pricing mechanism. Sports sponsoring, promotion mix and data analysis applied to market studies.

Instructor

Nicos Kartakoullis

Course Aims and Objectives

➢ The course will familiarize students with the evolution of sports marketing and promotion
➢ Upon completion of this course students should acquire an in-depth understanding of the latest applications, trends and markets for sports promotion and marketing.
➢ Students should be able to understand the different components of sports promotion and marketing (5 P's of marketing in the sports industry).
➢ Students should understand all aspects involved in the merchandising, packaging, promotion, marketing and sales of sports.
➢ Students should develop a social and ethical responsibility affecting the future of sports marketing.

Course Teaching Hours

42 hours. The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week

Evaluation and Grading

Homework and Assignments: 15%
Class Activities: 30%
Midterm + Final Exam: 55%

Readings and Resources

Prescribed Textbook(s)
Sports Marketing, Strategic Perspective, Mathew Shank, Prentice Hall, 2002
(Additional notes will be provided in Class)