

ESS 348 : Sport Marketing and Sales

This course extends student understanding of basic marketing principles and applies that understanding to sales and marketing in sport business. Topics include sales and marketing aspects of sport, economic research and feasibility studies, data collection, segmentation, analysis, consumer behavior, public relations, sponsorships, media, promotion, placement, networking and cultivating sales opportunity.

Credits 4

Prerequisites

- Sophomore standing or above.

Semester Offered

Offered spring