

# Minnesota State University Moorhead

## MC 382: Sports Promotions

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The course focuses on the promotion of sports through marketing, sales and public relations in a seminar with experts in sports and related industries. Sports Promotions is designed to achieve the following learning outcomes: 1) develop an understanding of the role sports promotions plays in building relationships with target publics; 2) develop an understanding of the role that sports promotions plays in communicating information; 3) develop an understanding of how to construct a sports promotions tactic; 4) develop an understanding of the tactical implementation of a sports promotion; 5) develop an ability to evaluate the effectiveness of a sports promotion tactic; and 6) provide an experiential opportunity to plan, implement, and evaluate a sports promotion activity.

**B. COURSE EFFECTIVE DATES:** 05/02/2006 - 09/08/2014

### C. OUTLINE OF MAJOR CONTENT AREAS

None

### D. LEARNING OUTCOMES (General)

None

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted