

Dakota County Technical College

EXER 2275: Sport Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course is designed to give students an understanding of marketing theories and practices relative to the sports industry. Specific topics include: public relations, promotions, special events, fundraising, licensing and merchandising, market research, pricing, sales, sponsorship and consumer behavior as it applies to the marketing sport or marketing products through sport.

B. COURSE EFFECTIVE DATES: 02/16/2011 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. identify the marketing component to any revenue or business plan as related to successful sports programming, facility and event management
2. identify marketing needs through the planning of programming related to sports programming, events and business`
3. utilize trends in the sports industry that relate to specific functions and duties while working in a job or career related to sports
4. implement marketing and promotional skills in order to create, increase or maximize revenue associated with the business models related to sports
5. learn about and be able to utilize communication mediums to promote sports programming and events (media relations, print material, commercial, technology)
6. understand the nature of sports programming as related to purpose, mission and business model, (i.e. nonprofit, for profit, municipal, school, college or professional level sports

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted