

Bemidji State University

PHED 3600: Sport Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Study of fundamental marketing principles utilized in sport. Topics include definitions, marketing planning process, goals and objectives of marketing, marketing mix, segmentation, target markets, consumer behavior, sponsorship, endorsement, merchandising, fundraising, print media and mass communication. Prerequisite: BUAD 2280 or consent of instructor.

B. COURSE EFFECTIVE DATES: 08/02/2011 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. become familiar to apply marketing concepts to sport.
2. become familiar with fundamental marketing concepts.
3. become familiar with sport consumer markets.
4. become familiar with the goals and objectives of marketing.
5. understand sport as a product.
6. understand the unique aspects of sport marketing.
7. become familiar with endorsement.
8. become familiar with merchandising.
9. become familiar with principles of interpersonal communication.
10. become familiar with principles of mass communication.
11. become familiar with segmentation.
12. become familiar with sponsorship.
13. become familiar with sport consumer markets.
14. become familiar with sport product markets.
15. become familiar with the marketing mix.
16. display knowledge of the above through assignments, exams, and group project.
17. will become familiar how sport organizations use the print media to promote and market their products.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted