Sports Marketing (M430)

Catalog Description

Develops understanding of Sports Marketing, its role in business and society. Develops understanding of different functional areas. Develops ability to apply theories and knowledge to solve problems faced by Sports Marketers.

Prerequisite: MKTG 351

Course Overview

Sports marketing encompasses marketing for sports teams and sporting goods. The key target markets include consumers as spectators and consumers as participants. This course focuses on both identifying the key similarities and differences between them. Specific attention is paid to sports sponsorship and the key role it plays for teams and sponsors alike. Guest speakers from multiple sports contribute to the discussion in the classroom to bring the course material to life. The major course project typically involves partnering with major league teams in the Los Angeles area.

Course Objectives

- To develop an understanding of what sports marketing is and its role in business and society.
- To understand how the context of sports marketing makes it different from other marketing areas.
- To understand the different functional areas of sports marketing and their key activities.
- To develop students' ability to apply relevant theories to solve problems faced by sports marketers.
- To initially prepare students for careers, and to search for careers in sports marketing.
- To understand the issues facing sport marketers in today's environment.
KEY OUTCOMES

- Students gain experience writing and implementing their own marketing plan
- Have the opportunity to showcase their marketing skills to sports marketing professionals in a corporate setting
- Have a deep understanding of the sports marketing landscape for spectators and participants
- Provides insights and opportunities to engage in and begin a career in sports marketing

HELPFUL ONLINE RESOURCES

Teamwork Online
http://www.teamworkonline.com This site is the source for finding and applying for sports related jobs

American Marketing Association

CONTACTS

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