

MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

COURSE OUTLINE

DEPT. PHED

COURSE NUMBER: 2215

NUMBER OF CREDITS: 3

Lecture: 3 Lab: 0 OJT: 0

Course Title:
Sport Marketing

Catalog Description:
Sport Marketing introduces students to an in-depth study of marketing and its influence on various sports. It involves a thorough review of the product, be it tangible or service, and details bringing the product to market. Topics include advertising, promotions, public relations, location, pricing, sponsorships, licensing, market segmentation, and the role of research.

Prerequisites or Necessary Entry Skills/Knowledge:
None

FULFILLS MN TRANSFER CURRICULUM AREA(S) (*Leave blank if not applicable*)

- ☐ Goal 1: Communication: By meeting the following competencies:
- ☐ Goal 2: Critical Thinking: By meeting the following competencies:
- ☐ Goal 3: Natural Sciences: By meeting the following competencies:
- ☐ Goal 4: Mathematics/Logical Reasoning: By meeting the following competencies:
- ☐ Goal 5: History and the Social and Behavioral Sciences: By meeting the following competencies:
- ☐ Goal 6: The Humanities and Fine Arts: By meeting the following competencies:
- ☐ Goal 7: Human Diversity: By meeting the following competencies:
- ☐ Goal 8: Global Perspective: By meeting the following competencies:
- ☐ Goal 9: Ethical and Civic Responsibility: By meeting the following competencies:
- ☐ Goal 10: People and the Environment: By meeting the following competencies:

Topics to be Covered (General)
Marketing Concepts as they relate to the sports industry.
Prospective in sports as it relates to sports marketing.
Licensing and branding of sports merchandise.
Placement and sports product distribution.
Advertising and event sponsorship.
Social media and public relations as it relates to sports marketing.

Student Learning Outcomes
Identify marketing changes and the effects on the sports industry.
Demonstrate appropriate communication skills necessary for the sports industry.
Describe sports product pricing strategies.
Define different areas of sports marketing.
Define the legal aspects of licensing and branding.
Demonstrate knowledge of marketing through social media and other merchandising pathways.

Is this course part of a transfer pathway: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<small>*If yes, please list the competencies below</small>

Revised Date: 2/20/2023