

# MAR6112 : Sports Marketing and Sponsorship Sales

This course explores topics and concepts pertaining to sports marketing and the role of sports sponsorships and the media. Student are placed in real-world scenarios requiring the application of problem-solving techniques to resolve sports marketing and sponsorship issues. Student also examine sports organizations, advertisers, and the media and each one's approach to marketing, promotions, and sponsorship sales. Students then apply their knowledge to develop a sports marketing plan for their Business Plan Thesis project.

**Credits** 3.5

**Course Length** 4 weeks

\* This course is only offered online. It is conducted over the Full Sail Online Learning Environment – a web-based platform which employs modern multimedia technologies, requires a logon for entry, and is accessible 24 hours a day via the Internet. Completion of the course is based on participation and successful completion of assignments.