

SMM349 : Project and Portfolio IV: Sports Marketing and Media

The Project and Portfolio IV: Sports Marketing and Media course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will develop a revenue model for created content. Over the course of the program, students will learn skills in both content creation and revenue generation. They will develop their own created content for a sports business initiative and will then take a strategic marketing approach for the deployment of that content. The marketing approach students will devise will outline revenue models and additional projects that can be developed from their content.

Credits 3