

SMM469 : Project and Portfolio VI: Sports Marketing and Media

The Project and Portfolio VI: Sports Marketing and Media course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will develop a complete sponsorship activation plan. Students will base their plan around an aspect of created content, be it a new application, distribution channel, or other development, and then integrate that content into a larger sponsorship initiative. Students will learn how to expand the scope of sponsorships to new platforms and technology and will recognize the potential revenue opportunities that this opens up.

Credits 3