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SPORTS MARKETING CERTIFICATE PROGRAM

OBJECTIVE

A sports marketing course main goal is to give students a thorough understanding of marketing concepts and tactics as they are related to the sports business. The goal of the course is to assist students in gaining the information and abilities required to design, market, and sell sports-related goods and services.

COURSE OUTCOME

- Critically evaluate the key analytical frameworks and tools used in sports marketing
- Apply key marketing theories, frameworks and tools to solve Marketing problems
- Utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies
- Exercise critical judgement through engagement and reflection with existing marketing literature and new developments in the marketing environment
- Critically evaluate the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings
- Evaluate and act upon the ethical and environmental concerns linked to marketing activities

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