



desportz

## POST-GRADUATE PROGRAM SPORTS MARKETING



**Internship +  
Project Work +  
Sessions by  
Industry Experts  
+ Placement**

### THE FIVE MAJOR LEARNINGS FROM SPORTS MARKETING ...

- Audience Targeting and Segmentation
- Brand Visibility and Recognition
- Emotional Connection and Engagement
- Partnership and Sponsorship Activation
- Measurable ROI and Data Analytics

**BATCH STARTS FROM DECEMBER 2024**

VISIT OUR WEBSITE

[www.desportz.org](http://www.desportz.org) & [www.indiakhelofootball.com](http://www.indiakhelofootball.com)



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# Post-Graduate Program in Sports Marketing

Sports marketing is more than just promoting games and athletes; it encapsulates a multifaceted approach to engaging fans, enhancing brand value, and driving revenue for sports organizations. This program offers a deep dive into the fundamental principles, strategies, and tools that define successful sports marketing campaigns.

## Why Sports Marketing ?

In today's globalized and digitally interconnected world, the sports industry stands at the intersection of passion, entertainment, and business. As the appeal of sports continues to transcend borders and demographics, the demand for skilled professionals who can navigate its unique marketing challenges and opportunities has never been more critical. The Post Graduate Program in Sports Marketing is meticulously crafted to prepare aspiring marketers and industry professionals to excel in this dynamic and evolving field.



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## Learning Outcomes:

Upon completion of the program, students will:

1. Demonstrate a comprehensive understanding of the principles and theories of sports marketing.
2. Apply advanced marketing strategies to effectively promote sports events, teams, and athletes.
3. Analyze market trends, consumer behavior, and competitive landscapes within the sports industry.
4. Develop and execute integrated marketing campaigns across traditional and digital platforms.
5. Evaluate the impact of sponsorship, branding, and fan engagement strategies on sports organizations.
6. Demonstrate ethical decision-making skills in sports marketing contexts.

### Semester 1:

- Strategic Management
- Sports Public Relations (PR)
- Sports Event Management
- Sports Management
- Retail Management in Sports
- Sports Marketing
- International Relationship in sports
- Project Report

### Semester 2:

- Sports Grassroots Development
- Integration of Fan Engagement & Athlete Development
- Digital Marketing in Sports
- Sports Media
- Ambush Marketing in Sports
- Sports Sponsorship
- Sports Corporate Social Responsibility (CSR)
- Internship



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## Advantages of enrolling in the PG Program in Sports Marketing

- **Comprehensive Curriculum and Learning Outcomes** : Our curriculum is designed to equip students with a comprehensive understanding of sports marketing through a blend of theoretical knowledge and practical application.
- **Experiential Learning and Industry Integration** : At the heart of our program is a commitment to experiential learning and industry integration. Students will have opportunities to engage directly with industry leaders, participate in internships with leading sports organizations, and collaborate on real-world marketing challenges.
- **Ethics and Social Responsibility in Sports Marketing** : Ethics play a pivotal role in sports marketing, influencing decisions related to sponsorship, fan engagement, and brand representation. Throughout the program, students will explore ethical dilemmas facing sports marketers and develop strategies for promoting transparency, fairness, and social responsibility in their professional practice.
- **Preparing Leaders for the Future of Sports Marketing** : The sports industry is undergoing rapid transformation, driven by technological advancements, changing consumer preferences, and global market dynamics. Our program equips students not only with current best practices but also with the agility and foresight to anticipate and adapt to future trends.

**Internship + Project Work + Sessions  
by Industry Experts + Placement**

**FEES : RS. 90000+GST**

**Duration : 11 Months**

**Mode of Education: | Offline /Online**



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