

COURSE DETAIL

SPORTS MARKETING AND PUBLIC RELATIONS

Country

Barbados

Host Institution

University of the West Indies

Program(s)

University of the West Indies

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

130

UCEAP Course Suffix**UCEAP Official Title**

SPORTS MARKETING AND PUBLIC RELATIONS

UCEAP Transcript Title

SPORTS MKTG & PR

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course integrates the unique product characteristics of sport with traditional marketing theory. It discusses strategic decision-making in the field of sports marketing and public relations. Topics include: sports consumer behavior; sport market segmentation; promotional strategies; sponsorship; market research; pricing strategies; promotional strategies; public relations and publicity.

Language(s) of Instruction

English

Host Institution Course Number

MGMT 3027

Host Institution Course Title

SPORTS MARKETING AND PUBLIC RELATIONS

Host Institution Campus

UWI-Cave Hill

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Management Studies

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