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 Course Details

Host Institution Campus
UWI-Cave Hill

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management Studies

Course Last Reviewed

Print