

# 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](#)