

# COURSE DETAIL

## SPORTS MARKETING

**Country**

Korea, South

**Host Institution**

Seoul National University

**Program(s)**

Seoul National University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

105

**UCEAP Course Suffix****UCEAP Official Title**

SPORTS MARKETING

**UCEAP Transcript Title**

SPORTS MARKETING

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course introduces the basic concepts and principles of sports marketing. The objective of this course is to recognize the importance of sport marketing and become capable of analyzing sports marketing phenomena.

## Language(s) of Instruction

Korean

## Host Institution Course Number

722.447

## Host Institution Course Title

SPORT MARKETING

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Physical Education

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