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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Physical Education

Course Last Reviewed
2022-2023

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