

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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