

COURSE DETAIL

MARKETING AND SPONSORSHIP IN THE SPORTS INDUSTRY

Country

France

Host Institution

Institut d'Etudes Politiques (Sciences Po)

Program(s)

Sciences Po Paris

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

129

UCEAP Course Suffix**UCEAP Official Title**

MARKETING AND SPONSORSHIP IN THE SPORTS INDUSTRY

UCEAP Transcript Title

MARKETING IN SPORTS

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

Sport has taken a major role in the communication strategy of large and small companies that want to reach a wide audience to improve their image and increase their sales by capturing its positive and universal values. Sport support, frequently relying on the instinct and personal tastes of business leaders, has been a discipline for twenty years. Successful sponsorship requires deep marketing, economic, legal, and other considerations and leaves little room for chance. Sponsors have thus gone from being a passionate spectator to an actor. Beyond the company, sport has become a sector of activity in which the various actors (sportsmen, clubs, federations, State, media), in the search of the maximization of their visibility and their incomes, play their influence to make their objectives prevail.

Language(s) of Instruction

French

Host Institution Course Number

CECO 25F07

Host Institution Course Title

ECONOMIE DU SOUTIEN : SPONSORING & MÉCÉNAT DANS LE SPORT

Host Institution Campus

French Seminar

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics

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