

## 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

MARKETING AND SPONSORSHIP IN THE SPORTS INDUSTRY

## Host Institution Campus

French Seminar

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Economics

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