

COURSE DETAIL

SPORT MARKETING AND MEDIA

Country

Australia

Host Institution

University of Technology Sydney

Program(s)

University of Technology Sydney

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

156

UCEAP Course Suffix**UCEAP Official Title**

SPORT MARKETING AND MEDIA

UCEAP Transcript Title

SPORT MARK & MEDIA

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course delves into marketing principles tailored to sport's commercial growth, funding, and promotion. It covers craft marketing strategies, advertising campaigns, and sponsorship deals, enhancing promotional efforts across different tiers of sport organizations.

Language(s) of Instruction

English

Host Institution Course Number

21656

Host Institution Course Title

SPORT MARKETING AND MEDIA

Host Institution Course Details

<https://coursehandbook.uts.edu.au/subject/2027/21656>

Host Institution Campus

City

Host Institution Faculty

Business

Host Institution Degree

Host Institution Department

Course Last Reviewed

2026-2027

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