

BAD 348 : SPORTS MARKETING

This course is an introduction to the field of sports marketing. Both the marketing of sports products and teams, and the use of sports as a marketing tool, for other products and brands are covered. Topics include sponsorship, endorsement, licensing and venue naming rights, the marketing of professional, amateur and participation-oriented sports, the marketing of a broad array of sports-related products such as sporting goods and apparel, and emerging issues in the field.

3.000-4

BAD 340 is recommended but not required.

[Business Administration](#)

Major, Minor, Elective credit.