

University of Pretoria Yearbook 2016

Sports marketing 842 (GIA 842)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Prerequisites	No prerequisites.
Contact time	28 contact hours per 3 week cycle
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1 or Semester 2

Module content

The focus of this elective will be on deepening the understanding of the dynamics in this field and practically crafting more effective, sustainable and profitable sports marketing and sponsorship strategies.

The objective is to expose students to current local and international best practices and leave them with an actionable approach that can improve the performance of their organisation.

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