
University of Pretoria Yearbook 2016

Sports marketing 251 (SMS 251)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	8.00
Prerequisites	No prerequisites.
Language of tuition	Double Medium
Academic organisation	Sport and Leisure Studies
Period of presentation	Quarter 2

Module content

*Closed – for JRN students and requires departmental selection.

The marketing mix and the sports industry. The sports product: pricing strategies for sport, distribution in the sports industry, and promotion in the sports industry. Promotion methods.

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