

University of Pretoria Yearbook 2017

Marketing of sport 780 (RKB 780)

Qualification	Postgraduate
Faculty	Faculty of Humanities
Module credits	20.00
Programmes	BComHons Recreation and Sports Management
Service modules	Faculty of Economic and Management Sciences
Prerequisites	BEM 110 or BEM 781
Contact time	1 web-based period per week, 1 lecture per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Sport and Leisure Studies
Period of presentation	Semester 2

Module content

The aim of this module is to introduce students to a dynamic application field in marketing, namely sport and leisure marketing. The ultimate outcome is that students will be exposed to the multidimensional scope of sport and leisure marketing through an experiential process where relevant scientific theory is combined with practical applications. Other topics will also be covered: leisure, recreation, sport and adventure tourism.

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