
University of Pretoria Yearbook 2017

Fundamentals of sports marketing and entrepreneurship 151 (SMS 151)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	6.00
Prerequisites	No prerequisites.
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Sport and Leisure Studies
Period of presentation	Quarter 3

Module content

*Closed – requires departmental selection

Introduction to the sports industry, marketing, sports marketing, sports marketing management model, sports marketing plan, sports entrepreneurship, sports market segmentation, and sports market information.

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