



University of Pretoria Yearbook 2017

Sports marketing 251 (SMS 251)

Qualification Undergraduate

Faculty [Faculty of Humanities](#)

Module credits 8.00

Prerequisites No prerequisites.

Language of tuition Afrikaans and English is used in one class

Academic organisation Sport and Leisure Studies

Period of presentation Quarter 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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