

University of Pretoria Yearbook 2018

Sports marketing 842 (GIA 842)

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| 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 | Module is presented in English |
| Department | Gordon Institute of Business Science |
| 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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