

# University of Pretoria Yearbook 2018

## Marketing of sport 780 (RKB 780)

**Qualification** Postgraduate

**Faculty** [Faculty of Humanities](#)

**Module credits** 20.00

**Service modules** Faculty of Economic and Management Sciences

**Prerequisites** BEM 110 or BEM 781

**Contact time** 1 lecture per week, 1 web-based period per week

**Language of tuition** Separate classes for Afrikaans and English

**Department** 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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.