

University of Pretoria Yearbook 2019

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 Module is presented in 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.

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