

# University of Pretoria Yearbook 2020

## 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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