

University of Pretoria Yearbook 2022

Marketing of sport 780 (RKB 780)

Qualification	Postgraduate
Faculty	Faculty of Humanities
Module credits	20.00
NQF Level	08
Service modules	Faculty of Economic and Management Sciences
Prerequisites	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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