

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: SEMT-250 Department: Business Administration  
Course Title: Introduction to Sports Marketing Semester: Fall Year: 2006

Course Objective	Competencies
1. Apply basic marketing principles to the sports and entertainment industry.  2. Identify research tools for understanding sports consumers.  3. Know the role of participants and spectators as consumers.	1. a. Define sports marketing and be able to relate the sports industry to the entertainment industry. b. Explain the growth of the sports industry. c. Explain the different types of sports customers. d. Discuss the elements in the sports marketing mix.  2. a. Explain the marketing research process. b. Explain the role of sponsorships. c. Explain the international sports market.  3. a. Identify psychological factors in sports consumer behavior. b. Explain social or external factors as related to sports consumers. c. Explain spectator motivation.

<b>Course Objective</b>	<b>Competencies</b>
<p>4. Target marketing as directly related to sports and sport organization.</p> <p>5. Identify various sports products and concepts.</p> <p>6. Introducing sponsorships and sponsorship programs.</p>	<p>4. a. Define segmentation, targeting, and positioning in the Sports Industry.</p> <p>5. a. Define the concept of branding. b. Relate the importance of goods and services in the marketing of sports. c. Explain the development process of sports products.</p> <p>6. a. Explain the role of sponsorships in the sports industry. b. Explain how to develop a sponsorship program.</p>