

## スポーツプロモーション論Ⅱ

Syllabus Number

SPS-306

Elective

2 credit

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### 1. Course Description

"Sports Promotion Ⅱ" will formulate the promotion strategy of the sports club "HACHIKITA SC and ARAWORE HACHIOJI" in Hachioji City which collaborates with Kawakami Laboratories now. We will work on the development of promotion strategies through the development of properties of AROWRE HACHIOJI, proposing sponsorships and developing new events. And the role and function that ARAWRE HACHIOJI's activities play for franchising is important. Development as a sports advanced country of Japan is in the development of such a sports club. We aim for planning a promotion strategy like a European sports club as a motif of management method. In addition, this class will work on these subject themes in group work.