

スポーツプロモーション論Ⅰ

Syllabus Number

SPS-305

Elective

2 credit

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1. Course Description

"Promotion" which is one of the 4Ps in the marketing mix is an indispensable means for marketing strategy. However, please understand that it is a new concept which is a different framework from "sports promotion". Exaggeration of "quantity" such as the number of medals and audience rating in our sports scene is a result of media sports and it can not be said that it contributes to the reflection of sports culture and the development of sports business. In order for Japan to head towards a new stage toward sports-advanced countries, understanding and penetration of "sports promotion" as a shift to its "quality" goal is required. It is essential and it is far from the concept of the former and it is required to acquire skills for understanding sports promotion.

I have been engaged in sports promotion activities as an executive manager of FUJITSU LIMITED Public Relations Department and Advertising Department. The purpose of this "Sports Promotion I" is to understand and practice the concept of "Sports Promotion" through curriculum contents based on actual work rather than work experience. In "Sports Promotion I", we aim to understand the purpose, functions, and basic knowledge of "Public Relations" and "Advertising", and to acquire basic skill.