

Sponsorship II

Syllabus Number

SPS-218

Elective

2 credit

KAWAKAMI, Yuji

1. Course Description

About Sports marketing II, we aims to acquire further marketing skills from sports marketing and marketing through sports which understood the basic knowledge of sports marketing learned in Sports Marketing I. We learn the marketing skills of the sports business from case studies and nurture marketing staff who are in charge of the development of future sports business.