

Sports Marketing I

Syllabus Number

SPS-205

Compulsory Elective
2 credit

KAWAKAMI, Yuji

1. Course Description

The marketing is about the methodology to win it between the competitor. The marketing is not necessary if a company is one company in a market. However, in the current market race, the marketing is the tactics that is indispensable to corporate management.

What is the Sports Marketing? What is the product of the sports marketing? Product? Price? Place? and Promotion?

In "Sports Marketing I", we learn the sports marketing theory. And We learn a concept of necessary sports marketing in current global market. And we aim at the acquisition of a concrete marketing skill.