

## 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

In "Sports Promotion II", we plan promotion strategies with the following three themes for development in teams, clubs, groups, associations, etc. in which each student actually participates (or cooperates with Kawakami Laboratory). (1) Product development, (2) Sponsorship proposal, (3) Event holding

In addition, we will conduct case studies and presentations when planning each promotion strategy.

The role and function of a sports club is not limited to winning and losing the top team. In order for Japan to develop as a sports-developed country, it is desirable to immediately formulate each promotion strategy on-site.