

スポーツプロモーション論Ⅰ

Syllabus Number

SPS-305

Elective

2 credit

KAWAKAMI, Yuji

1. Course Description

"Promotion", one of the 4Ps of the marketing mix, is an indispensable means of marketing strategy. However, we must understand that it is a new concept that is a different framework from "sports promotion". The exaggeration of "quantity" such as the number of medals and the number of spectators in our sports scene is the result of media sports, and it cannot be said that it contributes to the reflection of sports culture and the development of the sports business. In order for Japan to move to a new stage toward advanced sports countries, it is necessary to understand and permeate "sports promotion" as a shift to the goal of "quality". It is required to acquire skills to understand sports promotion.

I am engaged in sports promotion activities as the Manager of the Public Relations Division and Advertising Department of Fujitsu Limited. 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 practical experience. "Sports Promotion I" aims to understand the purpose, function, and basic knowledge of "Public Relations" and "Advertising" and acquire basic skills.