

Sponsorship II

Syllabus Number

SPS-218

Elective

2 credit

KAWAKAMI, Yuji

1. Course Description

About "Sports Marketing II", We aim to acquire further marketing skills from 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.

Specifically, we will study (1) Contents Providers, (2) Distribution Channel, and (3) Service Provider practices as a case study. And we aim to develop advanced sports marketers who will be ready to work in the sports industry for the future development of the sports business