**DCTC EXER 2275 SPORT MARKETING Course Outcomes**

1. **Course Description**
   * **Credits:** 3.00
   * **Lecture Hours/Week:** 3.00
   * **Lab Hours/Week:** 0.00
   * **OJT Hours/Week:** 0
   * **Prerequisites:** None
   * **Corequisites:** None
   * **MnTC Goals:** None

This course is designed to give students an understanding of marketing theories and practices relative to the sports industry. Specific topics include: public relations, promotions, special events, fundraising, licensing and merchandising, market research, pricing, sales, sponsorship and consumer behavior as it applies to the marketing sport or marketing products through sport.

1. **Course Effective Dates:**2/16/11 – Present
2. **Outline of Major Content Areas**

As noted on course syllabus

1. **Learning Outcomes**
   * identify marketing needs through the planning of programming related to sports programming, events and business`
   * identify the marketing component to any revenue or business plan as related to successful sports programming, facility and event management
   * implement marketing and promotional skills in order to create, increase or maximize revenue associated with the business models related to sports
   * learn about and be able to utilize communication mediums to promote sports programming and events (media relations, print material, commercial, technology)
   * understand the nature of sports programming as related to purpose, mission and business model, (i.e. nonprofit, for profit, municipal, school, college or professional level sports
   * utilize trends in the sports industry that relate to specific functions and duties while working in a job or career related to sports
2. **Minnesota Transfer Curriculum Goal Area(s) and Competencies**
3. **Learner Outcomes Assessment**

As noted on course syllabus

1. **Special Information**

None noted