

**WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION**

COURSE TITLE: Sport Service and Event Marketing

COURSE NUMBER: MSP 7506

COURSE DESCRIPTION:

Because of the unique atmosphere of sports, the marketing of sports varies greatly from traditional marketing. This course examines the application of marketing as it applies to sports service marketing, public relations, and recreation. The use of case study experiences and traditional course work will be utilized in this course. A segment of the course includes the organization of fundraising.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Evaluate the impact of the internal and external environment on sports business decisions.

Learning Objectives: The student will:

- A-1 Prepare a SWOT analysis
- A-2 Compare internal versus external contingencies.
- A-3 Design different levels of sport service and event strategies.

GOAL B:

Create a basic strategic sports marketing plan.

Learning Objectives: The student will:

- B-1 Assess the concepts of a marketing plan.
- B-2 Devise a written marketing research proposal.
- B-3 Justify strategic market selection decisions.
- B-4 Manage on marketing mix decisions.

GOAL C:

Evaluate

Learning Objectives: The student will:

- C-1 Justify why sports marketing is unique from other business industries.
- C-2 Assess marketing concepts used currently by organizations.
- C-3 Evaluate case studies and provide thoughtful responses/suggestions.