# 2022-23
# ACADEMIC CATALOG



# Midway University Course Catalog - Sport Marketing

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# Sport Marketing

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## Sport Marketing - Sport Marketing

**Type:**Major

## Coming Fall 2023!

The Sport Marketing program prepares our students to be well-trained business professionals by providing them with a comprehensive foundation of marketing communications and sports management principles delivered in a hands-on learning environment. This program hones students' critical thinking while providing an opportunity to combine marketing and management fundamentals with the sport industry. Graduates of the Sport Marketing program will possess a real-world skillset they can apply to the contemporary sport marketing field.

### Program Learning Outcomes

- Students will evaluate and integrate information across the areas of management and marketing to plan processes and solve issues related to sport communications, merchandising, finances, events, and facilities.
- Students will apply ethical practices to the planning and execution of sports marketing efforts to achieve organizational goals with a strong commitment to diversity.

- Students will produce effective written and oral communications for specific sport contexts and target audiences.
- Students will demonstrate the ability to use critical analysis and reasoning to organize, lead, and evaluate sport marketing efforts.
- Students will integrate different perspectives to work collaboratively in a team environment to form new sports marketing ideas, strategies, and conclusions.

## Requirements

General Education Hours - 40

Elective Hours - 23

Total Hours to Complete - 120

**Program Courses**

Sport Marketing - Introduction to Marketing Communication - 3 hours

Sport Marketing - Advertising Principles - 3 hours

Sport Marketing - Introduction to Public Relations - 3 hours

Sport Marketing - Consumer/Audience Analysis - 3 hours

Sport Marketing - Digital and Social Media - 3 hours

Sport Marketing - Media Sales and Analysis - 3 hours

Sport Marketing - Introduction to Sport Management Theory and Practice - 3 hours

Sport Marketing - Sociocultural Dimensions in Sport - 3 hours

Sport Marketing - Communication in Sport - 3 hours

Sport Marketing - Financial Applications in Sport - 3 hours

Sport Marketing - Sport Marketing - 3 hours

Sport Marketing - Sport Sponsorship and Sales - 3 hours

Sport Marketing - Internship - 3 hours

Sport Marketing - Managing Sport Events - 3 hours

Sport Marketing - Principles of Management - 3 hours

Sport Marketing - Principles of Marketing - 3 hours

Sport Marketing - Understanding Sport Audiences - 3 hours

Sport Marketing - Product Merchandising and Sales Strategies - 3 hours

Sport Marketing - Name, Image, and Likeness Essentials and Legal Aspects - 3 hours

Sport Marketing - Sport Product and Service Development - 3 hours

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## Sport Marketing Minor - Sport Marketing Minor

**Type:**Minor

## Requirements

Total Hours to Complete - 18

### Required Minor Courses

Sport Marketing Minor - Principles of Marketing - 3 hours
Sport Marketing Minor - Introduction to Strategic Communication - 3 hours
Sport Marketing Minor - Sport Marketing - 3 hours

### Select three courses from the following:

Sport Marketing Minor - Public Relations - 3 hours
Sport Marketing Minor - Global Brand Management - 3 hours
Sport Marketing Minor - Sport Analytics and Performance Statistics - 3 hours
Sport Marketing Minor - Sport Sponsorship and Sales - 3 hours
Sport Marketing Minor - Managing Sport Events - 3 hours
Sport Marketing Minor - Product Merchandising and Sales Strategies - 3 hours
Sport Marketing Minor - Media Sales and Analysis - 3 hours
Sport Marketing Minor - Sport Product and Service Development - 3 hours

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