

Minnesota State University Moorhead

COMM 382: Sports Promotions

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The course focuses on the promotion of sports through marketing, sales and public relations in a seminar with experts in sports and related industries. Sports Promotions is designed to achieve the following learning outcomes: 1) develop an understanding of the role sports promotions plays in building relationships with target publics; 2) develop an understanding of the role that sports promotions plays in communicating information; 3) develop an understanding of how to construct a sports promotions tactic; 4) develop an understanding of the tactical implementation of a sports promotion; 5) develop an ability to evaluate the effectiveness of a sports promotion tactic; and 6) provide an experiential opportunity to plan, implement, and evaluate a sports promotion activity.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Develop an ability to evaluate the effectiveness of a sports promotion tactic.
2. Develop an understanding of how to construct a sports promotions tactic.
3. Develop an understanding of the role sports promotions plays in building relationships with target publics.
4. Develop an understanding of the role that sports promotions plays in communicating information.
5. Develop an understanding of the tactical implementation of a sports promotion.
6. Provide an experiential opportunity to plan, implement, and evaluate a sports promotion activity.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted