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Note: there is no prerequisite for this course (it will be waived - students who have not taken BUAD 307 can contact Marshall's undergraduate advising office at [undergrad.advising@marshall.usc.edu](mailto:undergrad.advising@marshall.usc.edu) and include their student ID and course section number 16510R to request clearance to register)

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## COURSE DESCRIPTION

Marketing is central to the success of various sport-centered brands, including collegiate and professional **leagues** (e.g., NCAA; NBA; NWSL; Premier League), **teams** (e.g., USC football; L.A. Dodgers) and **athletes** (e.g., Stephen Curry; Serena Williams; Allyson Felix). Marketing is also critical for all **large-scale athletic events** (e.g., Olympic Games; World Cup; Formula 1 Grand Prix races) and **athletic apparel and equipment companies** (e.g., Nike; Gatorade). Additionally, many brands that are *not* sport-centered (e.g., SoFi) choose to promote their offerings through sports (e.g., the new SoFi Stadium in Inglewood).

Through this course, you will gain a deeper understanding of sports marketing by examining the marketing mix (i.e., product, price, place, and promotion) across the global sports industry. Class sessions will cover important topics like consumer behavior (and the power of fandom), ticket pricing and sales (including dynamic pricing strategies), corporate sponsorship and partnerships, new advertising opportunities, social impact opportunities, athletes' personal brands, and more. Sessions will also introduce you to different technological tools currently used for marketing across the sports industry, and to common departments and roles within sports organizations that may be of interest. Throughout the semester, guest speakers from the industry will share their experiences, best practices, and recommendations for careers in sports.

## LEARNING OBJECTIVES

This course aims to equip students with the knowledge and skills needed to:

- define sports marketing, including its function within various organizations and tactics commonly used across the industry.
- analyze current trends and opportunities in the sports industry related to the marketing mix (i.e., product, price, place, and promotion).
- compare the potential impact of different marketing tactics for sport-centered brands.
- describe various measures of performance, or metrics of success, relevant for sports marketing.
- describe how technology can be leveraged to enhance sports marketing efforts across the sports industry.
- demonstrate an understanding of strategic sports marketing by developing a marketing plan for a sport-centered brand of interest.