

# MKT 2235: Sports Marketing

Essentials of effective, innovative sports marketing practices, activities, techniques. Lectures, readings, guest speakers, trade publications, field experience.

**Credits:** 3

**Prerequisites:**

VSB 2020

MKT 1137

SBI 3006

VSB 2020 or MKT 1137 or SBI 3006

**Program:** [Marketing](#)