

MBA Degree in SPORT MARKETING

Today, there is demand for people skilled in Sports Marketing. Organizations want your expertise to strength and grow customer bases and teams want to enlarge their fan base, attract new sponsors to their sport, build strong programs with existing sponsors, and run their fan conventions and other events. In addition, a wide range of companies recognize the value sports relationships have in positioning and building their brands. In this Sports Marketing MOOC, you will learn:

— Ticket pricing strategies — How a crisis might happen in sport — How all types of companies are using sports to enhance and position their brands — How to promote and market a sporting event — How to develop sponsorships — How to use social media to grow your team's follower base and promote your sporting events, conferences and conventions

The Sports Marketing MOOC was created by Professor Candy Lee of Northwestern's Medill School of Journalism and Integrated Marketing Communications. She is joined by experts in the many specialty topics important to Sports Marketing. Sports managers oversee athletic programs, ranging from amateur and high school to college and professional sports. Duties may vary depending on the level and organization, but everyone in this field has the same ultimate goal: the team's success. A sports management career is an opportunity to get involved with a sport you're passionate about being required to be an athlete.

While you might not be an athlete, a sense of teamwork and competitive nature is still essential for a successful sports management career. Experience and knowledge are just as necessary, if not more important, as a degree in many cases.

You could work in many roles as a sports manager—coach, agent, athletic director, facility manager, events coordinator, and more. This means good people skills and the ability to take on administrative work behind the scenes are essential. Still, most importantly, you'll need to be a hard worker to enter this exciting but competitive and growing field.

Degree Type:

MBA Degree:

Entry Requirement: Good Bachelor's Degree or Higher Diploma

Next Start Date:



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Awarding Institution:

University of Research And Advanced Studies (UOR)

Fees: USD\$15,000.

Mode of Delivery:

Full Time OR Part Time Attendance Blended with On Line for 1 year
