SPORTS MARKETING MAJOR

There are few better places to study Sports Marketing than a sports city like Philadelphia, which boasts four major sports franchises, the City Six College basketball rivalry, as well as a number of smaller private teams like the Philadelphia Union.

The Marketing Department at Saint Joseph’s University provides a rigorous education in the theory and practice of marketing while also providing opportunities to investigate more thoroughly the sports-related aspect of the field so that students can succeed and thrive in today’s ever-changing and competitive sports.

Sports Marketing courses at S.J.U are taught by industry experts, with guest lectures by current industry professionals. In addition to comprehensive courses in Business of Sports, Sports Marketing and Sports Analytics, each Sports Marketing major is encouraged to have an internships, as internships are essential to breaking into this highly competitive industry. Internships help students to gain real-world experience and contacts before they graduate so they are best prepared to anticipate and meet the needs of this exciting and dynamic industry.

Learning Goals and Objectives

Goal 1: Functional Sports Marketing Skills:

Objective 1.1: Students will gain knowledge of specialized terminology, the structure and operations of the professional and amateur sports industry and the organizations that comprise the industry, from both an historical and contemporary perspective.

Objective 1.2: Students will gain a keen understanding of the difference between marketing of sports (events and properties) and marketing through sports (building brands via alignment with a sports property) by conducting research which will enhance their knowledge of the critical role that fan affinity plays in the marketing of and through sports.

Goal 2: Critical Thinking and Problem Solving

Objective 2.1: Students will be able to identify and critically analyze the application of select intellectual property laws, vital to monetizing sports business activities and protecting the significant revenue stream in the sports industry.

Goal 3: Ignatian Values

Objective 3.1: Students will gain knowledge of and develop proficiencies for utilizing compelling and ethical techniques for selling sports as a product.

Goal 4: Communication Skills

Objective 4.1: Students will demonstrate clear and persuasive oral and written communication skills.

The traditional undergraduate programs include 40 courses distributed across three components: A General Education component divided into Signature Courses, Variable Courses, and an Integrative Learning requirement; a Major and Divisional component; and Free Electives. In addition to course requirements as specified in each area, students must complete one certified course in each of the following overlay areas:

1. Diversity, Globalization or Non-western Area Studies,
2. Ethics Intensive, and
3. Writing Intensive. Overlay requirements are part of the forty-course requirement.

General Education Signature Courses

See this page about Signature courses (https://academiccatalog.sju.edu/curricula/#signature). Six courses

General Education Variable Courses

See this page about Variable courses (https://academiccatalog.sju.edu/curricula/#variable). Six to Nine courses

General Education Overlays

See this page about Overlays (https://academiccatalog.sju.edu/curricula/#overlay).

General Education Integrative Learning Component

See this page about Integrative Learning Component (https://academiccatalog.sju.edu/curricula/#integrative-learning). Three courses:

Free Electives

Six courses

Business Foundation

Business Foundation

Ten courses, including:

Sports Marketing

The Sports Marketing major requirements are the same as the General Marketing major with respect to the GEP, Business Foundation and free electives. All Sports Marketing majors should take Business of Sports (MKT 351) as their first Sports Marketing course. The second course you
should take is Sports Marketing (MKT 353) which is a pre-req/co-req for other SPMKT courses. The major requires six courses as follows:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td>MKT 202</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKT 351</td>
<td>Business of Sports</td>
<td>3</td>
</tr>
<tr>
<td>MKT 352</td>
<td>Sports Law</td>
<td>3</td>
</tr>
<tr>
<td>MKT 353</td>
<td>Sports Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 355</td>
<td>Sports, Selling, &amp; Sales</td>
<td>3</td>
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<tr>
<td>Select one(1) upper level Sports MKT course</td>
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