SMGT 362

SPORT MARKETING

Learn what you love, on your own terms! SMGT 362 gives you a comprehensive overview of sport marketing and management in just five weeks. Take this highly interactive course to learn everything you need to know about sport marketing, including: promotions, sponsorships, pricing and public relations. By the end of the course, you will be able to develop and present a full marketing plan.

Register while space is available!

Week 1 - Introduction to Sport Marketing; Brand
Week 2 - Product
Week 3 - Promotion; Sponsorship
Week 4 - Price
Week 5 - Place; Public relations

WHY RICE ONLINE LEARNING?

- Advance in your degree program during the summer
- Easy to take classes while you’re engaged in a summer research project or internship
- Take classes on your own terms and schedule

Registration closes:

June 26 - Session III

REGISTER NOW

rice.edu/online/sport-marketing