

ADVERTISING (AD)

AD 536 Sport Branding: A New Game 3 Hours

Focused on developing and delivering a meaningful brand message to increase sport fan loyalty and engagement. Topics include team-branding, athletes as brands, globalization, and digital technologies.

Prerequisite(s): RSA 521 (may be taken concurrently)

Recent Term(s) Offered: fall 2016; fall 2017; fall 2018

AD 537 Sport Sponsorships: New Revenue Strategies 3 Hours

Provides a strategic framework for understanding sport information management and preparation by focusing on the relationship among sport organizations, spokespeople, and media.

Prerequisite(s): RSA 521 (may be taken concurrently)

Recent Term(s) Offered: spring 2016; spring 2017; spring 2018