

# ADVERTISING (AD)

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**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 2019; fall 2020; fall 2021*

**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 2019; spring 2020; spring 2021*