

A brief Course Description

Course Name: Sports Marketing			
Course Code	PHS 372		
College	College of Education		
Department/ Program	Department of Physical Sports Sciences/ Sports Sciences and Physical Activity Program.		
Year / Level:	Elective Course: 3 rd year/5 th Level-3 rd year/6 th Level- 4 th year/7 th Level.		
Credit Hours	(2) Two		
Contact Hours	Lecture: 2	Lab/Tutorial: None	Training: None
Language	Arabic		
Track (Select)	Elective Course		
Pre-requisites Course:	None		
Co-Requests:	None		
Course Objectives:	This course provides students with the different scientific concepts of sports marketing, the theories associated with sports marketing processes, the identification of different marketing practices in the sports field, a comprehensive review of the types of sports products and the modern commercial reality of sports and the study of global experiences of sports marketing by focusing on practical aspects in the processes of sports marketing and sports care.		