



# DAVIS COLLEGE

4747 Monroe Street  
Toledo, OH 43623

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## Sports and Recreation Marketing Associate Degree

The Sports and Recreation Marketing Associate Degree focuses on the implementation of planning and executing the conception, pricing, promotion, and distribution of ideas to create exchanges and satisfies organizational objectives in the sports and recreation environment. Students will explore the basic principles of marketing and how those functions are applied to sports and recreation as well as develop skills in business, sales, and communications.

Upon completion of the Associate of Applied Business degree with a major in Sports and Recreation Marketing, the Davis College graduate will be prepared to:

- Understand what differentiates the marketing of sports and recreation from the marketing of tangible products.
- Prepare marketing and communication plans that reflect the sports and recreation environment.
- Identify the legal issues in sports marketing.
- Market non-sports products or services through the use of sports.
- Apply the principles and objectives of special event management.
- Utilize managerial skills in finance, marketing, and legal aspects of the sports industry.
- Develop effective sales presentations and sales promotions efforts.
- Apply visual merchandising techniques and design skills to create effective visual merchandising and trade show displays.
- Use oral and written communication skills to interact effectively in the work environment.
- Apply the principles and intentions of the General Education and the Business Core purposes.

## Program Outline

Course No.	Course Title	Cr. Hrs
ACC101*	Accounting Principles I	4
MGT102*	Introduction to Business	5
MGT105	Business Law	4
MGT---	Management Elective (MGT211 or MGT213)	4
MGT215	Sports Industry Management	4
MGT218	Special Event Management	3
MKT201	Marketing	5
MKT203	Sports and Entertainment Marketing	4
MKT206	Principles of Selling	4
MKT230	Integrated Marketing Communications	4
MKT239	Visual Merchandising	4
MKT255	Sports and Recreation Marketing Externship	3
MKT---	Marketing Elective (MKT212, MKT221, MKT222)	4
OAM223	Business Communications	4
COM121	Composition I	5
COM122	Composition II	4
COM---	Communication Elective (COM201 or COM202)	4
HUM ---	Humanities Elective	3
MTH102	Introductory Algebra I	5
SCI---	Science Elective	3
SSC201	Economics	4
SSC ---	Social Science Elective	4
IDS110*	Forum on Technology and Resources	5
<b>Total Program Credit Hours</b>		<b>94</b>

\*Required as part of 45 hours completed before Mid-Program Assessment