

MKTG 4870: Sports Marketing

3 Credit Hours

Prerequisite: MKTG 3100, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

Sport event marketing is one of the fastest growing career fields in America. The term, "sports marketing" includes the administration, coordination, and evaluation of any type of event related to sport. Examples are from local school and community sport events, not-for-profit and corporate events, intercollegiate sport programs, and amateur and professional league activities such as the Olympic Games and the Super Bowl. The Sports Marketing class is designed to provide the student an opportunity to experience an actual sports event project. The project will be selected by the class, after which a strategic plan will be developed and carried out. This class will be interactive and require the student's complete participation to be successful.

MKTG 4880: Hospitality and Tourism Marketing

3 Credit Hours

Prerequisite: MKTG 3100, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

The hospitality and tourism market is considered to be the world's largest and most international in nature. The philosophical foundation and structure for the hospitality and tourism industry are based on marketing concepts. This course assimilates all of the marketing theories, concepts, activities and requirements necessary to succeed in global Hospitality and Tourism commerce.

MKTG 4990: Marketing Strategy

3 Credit Hours

Prerequisite: MKTG 3100, MKTG 3150 and MKTG 4100, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

The Marketing Strategy course at Kennesaw State University is the "capstone" marketing course that teaches how to integrate all of the different marketing elements, learned in the other marketing courses, into a unified marketing strategy. It teaches all the steps involved in creating a marketing strategy from the analysis of the situation, selection of a sustainable competitive advantage, identification of a target market, and managing of the marketing mix (product, price, place, and promotion).