

October 4, 2011



2011 – 2012

## ACADEMIC CATALOG

### Sports Management Addendum

Jacksonville University  
2800 University Boulevard North  
Jacksonville, Florida 32211-3394  
Telephone: (904) 256-7000  
Fax: (904) 256-7012  
E-mail: [admissions@ju.edu](mailto:admissions@ju.edu)  
Website: [www.ju.edu](http://www.ju.edu)

*Persons with visual impairments who need assistance accessing the contents of this catalog may request such assistance by contacting the Student Life Office, (904) 256-7070. Persons with hearing- and/or speech-related disabilities who require TDD assistance should contact Jacksonville University offices through the Florida Relay service, 1-800-955-8771. If such callers do not have TDD equipment, contact the Student Life Office.*

*Jacksonville University is an equal opportunity educator and employer.*

---

## PHYSICAL EDUCATION COURSES

### **PE 425. SPORTS MARKETING (3)**

Three hours per week. Prerequisite -MKG 301. An introduction to the theory and practice of sport marketing. Course topics include sport promotions, pricing, strategic market management, branding, and product distribution. Students will acquire the ability to analyze and create sport marketing plans. \*Prerequisite-MKG 301