

## **M.P.E – 304 (b) Elective – Sports Industry and marketing**

- UNIT-I**            **INTRODUSY OF INDUSTRY AND MARKETING**
- 1.1    Evolution, growth and scope of industry and sport marketing
  - 1.2    Structure of sport industry
  - 1.3    Framework of sport marketing
  - 1.4    Basic marketing principles
- UNIT-II**            **ECONOMICS OF SPORT INDUSTRY**
- 2.1    Definition , meaning and scope of economics in sports
  - 2.2    Theory of demand and supply in sports industry
  - 2.3    Fiscal problems in sport management
  - 2.4    Major components of sports industry
- UNIT-III**          **RESEARCH PROCESSES IN SPORTS MARKTING**
- 3.1    Selection of problem or opportunity
  - 3.2    Research tools for selecting potential market
  - 3.3    Research design type and data collection techniques
  - 3.4    Data analysis and final report.
- UNIT – IV**        **PRODUCTION AND MARKTING**
- 4.1    Concepts of sports product; new product life cycle of product
  - 4.2    Pricing concepts and strategies
  - 4.3    Distribution concepts and sponsorship programmes
  - 4.4    Distribution planning; advertising and personal selling
- UNIT –V**          **LEGAL IMPLICATIONS**
- 5.1    Constitution and registration of firms
  - 5.2    Consumer rights – guarantee, warrantee after sales – service and insurance
  - 5.3    Patent, royalty and approval
  - 5.4    Laws pertaining to sports industry and marketing

### **REFERENCES**

#### **Sport Management**

- Allen, L. A. Management & Organization. Kogakusha Co. Tokyo, 1988.
- Hert, Renis, New Patterns of Management, McGraw Hill 1961
- Sivia, G.S. sports Management In Universities New Delhi: A.I.U. Deen Dayal Upadhyaya Marg, 1991.
- Sandhu, K .Sports Dyanamics: Psychology, Sociology and Management