SPORTS BUSINESS CONCENTRATION

Concentration Overview
Sports Business offers students a chance to develop their skills for a career in the $350 billion dollar global sports marketplace. Whether working on new product initiatives at Nike, negotiating sponsorship deals for a Fortune 500 company, or implementing fan development programs for a professional team, graduates find themselves at the center of a high-profile industry where passion for sports only takes you so far. With faculty who are leaders in their field and out-of-classroom experiential learning opportunities provided by the Warsaw Sports Marketing Center, students can combine their passion for sports with professional training unmatched by any other sports business program in the world.

Advising Notes
Sports Business and Marketing courses are within the same department. Please remember that students must have electives from at least two other Lundquist departments within their required set of upper division Business electives.

Concentration Requirements

Course Title (Credit Hours)                  Course            Pre-requisites
• Marketing Research (4)                   MKTG 390          Major status and MKTG 311
• Sports Marketing (4)                     SBUS 450          Major status and MKTG 311

Choose any two of the following three:
• Sports Sponsorship (4)\(^*\)                 SBUS 452          Major status and MKTG 311
• Law and Sports Business (4)\(^*\)              SBUS 453          Major status and MKTG 311
• Financing Sports Business (4)\(^*\)                 SBUS 455          Major status and MKTG 311

\(^*\)Students choose 2 of these 3 courses

2021-2022 Course Offering Schedule Check Duckweb for current listings

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<tr>
<th>Fall</th>
<th>Winter</th>
<th>Spring</th>
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<tbody>
<tr>
<td>MKTG 390 (3)</td>
<td>MKTG 390 (2)</td>
<td>MKTG 390 (2)</td>
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<tr>
<td>SBUS 450 (1)</td>
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<td>SBUS 452 (2)</td>
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<td>SBUS 455 (1)</td>
<td>MKTG 490* (1)</td>
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\(^*\)These courses will be offered, but they are not required for the Sports Business Concentration.

business.uoregon.edu/ug/concentrations  Revised September 2021 for use during the 2021-22 academic year
Concentration Course Descriptions

**MKTG 390 Marketing Research**
Design, implementation, analysis, interpretation, and reporting of research for marketing decisions. Hands-on experience with techniques for data collection, statistical analysis, and communication of results.

**SBUS 450 Sports Marketing**
Essentials of effective sports marketing. Includes research, segmentation, product and fan development, pricing, licensing, and communication channels such as advertising, sales promotion, and publicity.

**SBUS 452 Sports Sponsorship**
Detailed consideration of the relationship between sports and corporate sponsorship programs. Focuses on alignment marketing, sponsor value, sponsorship sales, and sponsorship evaluation.

**SBUS 453 Law and Sports Business**
Law and sports marketing, including contracts, legal aspects of licensing, relations with agents, intellectual properties law. Public policy issues.

**SBUS 455 Financing Sports Business**
Comprehensive examination of traditional and innovative revenue acquisition methods available to sports organizations. Topics include capital financing, joint ventures, ticket sales, concession operations and fund raising.

Recommended Courses

It is strongly recommended students take the following course:

**MKTG 490 Marketing Strategy**
Capstone marketing course. Primary focus on developing and implementing marketing strategies and determining their impact on customer satisfaction and profitability.

Students who complete MKTG 490 must choose from one of two prerequisite options. Students may choose either MKTG 390 and MKTG 420 or MKTG 390 and SBUS 452.

Advising

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<tr>
<th>Location</th>
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<tr>
<td>203 Peterson</td>
<td>Monday-Friday</td>
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<td>Lillis Business</td>
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<tr>
<td>541-346-3303</td>
<td>business.uoregon.edu</td>
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Professional Activities

**Warsaw Sports Business Club:** Open to students of all majors and any class standing, the club features an annual study tour to Boston and MIT Sloan Sports Analytics Conference, case competitions, and events and activities to expose its members to different areas of the sports business. Subgroups of the club include a Sports Analytics, a Data Visualization group and a Sneakerheads group. Through industry speakers, field trips and events to businesses like New Balance, Tracktown USA, Wasserman, the Sacramento Kings, and the Portland Trail Blazers students can learn about career opportunities, network with other students and industry contacts and gain resume-quality experience. For more information: uoregon.orgsync.com/org/wsbc/

**Internships:** Every year, dozens of students gain valuable experience working for companies like Nike, Adidas, Peter Jacobsen Productions, and the Portland Trail Blazers.

Preparing for a Career in Sports Business:** Our students understand classroom training is just one piece of the overall sports business program offered at the Lundquist College of Business. Founded in 1993, the Warsaw Sports Marketing Center provides students a variety of ways to gain experience and insight in the industry prior to graduation. The Center attracts leading industry executives to speak on campus, provides world-class experiential learning opportunities, and offers professional development support. For more information about the sports business program, please visit the Warsaw Center in 445 Lillis or visit our website at business.uoregon.edu/centers/warsaw

Study Abroad Opportunities

**Sports Business Global Studies in Germany and the Netherlands** - program exposes you to international sports businesses and highlights business strategies and priorities for US-based sports businesses operating in international markets. For more information: geo.uoregon.edu/programs/multicountry/sports-business-global-studies

**Global Sports Culture and Sustainability in Sport in London** – program partners with Arsenal FC in London starting June 2018. For more information: geo.uoregon.edu

ISBC Faculty Advisor: Joshua Gordon, gordong@uoregon.edu