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 considered 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 also take at least two electives from two other Lundquist departments.

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)\(^1\)                                       SBUS 452                                   Major status and MKTG 311
• Law and Sports Marketing (4)\(^1\)                                 SBUS 453                                   Major status and MKTG 311
• Financing Sports Business (4)\(^1\)                                SBUS 455                                   Major status and MKTG 311
\(^1\)Students choose 2 of these 3 courses

2015-16 Course Offering Schedule

Check Duckweb for current listings

<table>
<thead>
<tr>
<th>Fall</th>
<th>Winter</th>
<th>Spring</th>
<th>Summer</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 390</td>
<td>MKTG 390</td>
<td>MKTG 390</td>
<td></td>
</tr>
<tr>
<td>SBUS 450</td>
<td>SBUS 450</td>
<td>SBUS 450</td>
<td></td>
</tr>
<tr>
<td>SBUS 452</td>
<td>SBUS 452</td>
<td>SBUS 452</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SBUS 453</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SBUS 455</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 490</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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 relation between sports and corporate sponsorship programs. Focuses on alignment marketing, sponsor value, sponsorship sales, and sponsorship evaluation.

**SBUS 453 Law and Sports Marketing**
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

<table>
<thead>
<tr>
<th>Location</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>203 Peterson</td>
<td>Monday-Friday</td>
</tr>
<tr>
<td>Lillis Business</td>
<td>8:00 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Complex</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>541-346-3303</td>
<td>business.uoregon.edu</td>
</tr>
</tbody>
</table>

Professional Activities

**Warsaw Business Club**: Open to all students, the club plans events and activities to expose its members to different areas of the sports business. Through industry speakers, field trips and events, students can learn about career opportunities, network with other students and industry contacts and gain resume-quality experience. For more information: wsbc.uoregon.edu

**Internships**: Every year, dozens of students gain valuable experience working for companies like Nike, Adidas, Peter Jacobsen Productions, and the Portland Trailblazers. For more information about the sports business program, please visit the Warsaw Center in 445 Lillis or visit our website at http://business.uoregon.edu/centers/warsaw

**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 holds several events throughout the year to educate students about the sports business industry. The Center attracts leading industry executives to speak on campus, runs the annual Women in Sports Business Symposium, and utilizes students to put on a 3-on-3 charity basketball tournament each spring. For more information: https://business.uoregon.edu/ug/concentrations/sports-business/faqs

**Job Shadow Program**: Explore careers with sports teams, sports consulting and sport products by spending a day at with professionals at their workplace. Participating companies have included Nike, Benchmade Knives and Portland Timbers/Portland Thorns. Learn more at business.uoregon.edu/JSPStudents.