



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

Concentration Requirements

Course Title (Credit Hours)

- Marketing Research (4)
- Sports Marketing (4)

Choose any two of the following three:

- Sports Sponsorship (4)¹
- Law and Sports Marketing (4)¹
- Financing Sports Business (4)¹

Course

- MKTG 390
- SBUS 450
- SBUS 452
- SBUS 453
- SBUS 455

Pre-requisites

- Major status and MKTG 311
- Major status and MKTG 311
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- Major status and MKTG 311
- Major status and MKTG 311

¹Students choose 2 of these 3 courses

2018-19 Course Offering Schedule Check Duckweb for current listings

Fall	Winter	Spring
MKTG 390	MKTG 390	MKTG 390
SBUS 450	SBUS 450	SBUS 450
	SBUS 452	SBUS 452
	SBUS 453	SBUS 453
SBUS 455		
	MKTG 490*	MKTG 490*

*These courses will be offered, but they are not required for the Sports Business Concentration.

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.

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 TrailBlazers 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/wsbcc/

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

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

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

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

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

Location

203 Peterson
Lillis Business
Complex

Hours

Monday-Friday
8:00 a.m.-5:00 p.m.

Website

business.uoregon.edu

Contact

541-346-3303