

MA in Sports Management-Marketing Management in Sports

Credits	Courses	Types	Codes		Credits	Courses	Types	Codes	
2	Research Methodology in Sports Management	Basic	2212396	Term 2	2	Principles and Fundamentals of Marketing in Sports	Required	2212626	Term 1
2	Internship in Sports Marketing	Required	2212631		2	Statistical Analysis and Applications in Sports	Basic	2212624	
2	Specialized Texts in English	Compensatory	2212430		2	Strategic Planning in Sports Marketing	Required	2212627	
2	Application of Computer in Sports	Compensatory	2212413		2	Principles and Fundamentals of Physical Education Philosophy	Elective	2212636	
2	Principles and Fundamentals of Management	Basic	2212625		2	Theories of Management and Organization	Required	2212630	
2	Brand Management and Ticket Sale in Sports Organizations	Required	2212636						
2									

6	Thesis	Thesis	3801006	Term 4	2	Seminar in Sports Marketing	Required	2212629	Term 3
					2	World Marketing Management	Required	2212628	
					2	Organizational Behaviour Management in Sports	Elective	2212635	
					2	The Role of Supporter and Partners in Marketing	Elective	2212637	