



DGMC

MEDIA EDUCATION 4.0

Post Graduate Program in

SPORTS MARKETING & MANAGEMENT

The Indian Sports Industry has taken a quantum leap ever since the inception of Sports Leagues. The market is expected to be worth nearly \$6 billion by 2022.

This huge market today requires a massive influx of professionals working behind the scenes to make Sports Events grander in every sense.

18 MONTHS PROGRAM

Program Outcome

- Understanding the operational environment in sport-related organizations; functional areas and analytical instruments. Specific characteristics of marketing activities in the sport industry.
- Understanding, analyzing and applying marketing and sponsorship strategies; creating development, launch, and positioning strategies for new products; and decision making related to product, price, distribution and communication variables.
- Understanding qualitative and quantitative analysis and diagnostic tools for market research.
- Analyzing and evaluating marketing strategies for internationalizing sport activity.
- Making sure that there is optimal management of available resources.
- Converting ideas/business in the current market.
- Using technological tools to capitalize on business resources through marketing
- Students will be able to capably communicate, orally and in writing, as a sports management professional within various sport settings.

11
Month

Industry based Teaching -
Learning pedagogy

01
Month

Live
Project

06
Month

2 Internships of
3 month each

BASELINE SUBJECTS

- Management of sports, leagues & teams
- Sports facilities planning & management
- Sports marketing & merchandising
- Sports funding & financial management
- International sports management
- Sports pr & advertising management
- Sports event, law & risk management
- Sports health & nutrition
- Social media in sports management
- Media marketing in sports
- Sports management – internal
- Sports human resource management
- Sports organization & administration

PROGRAM HIGHLIGHTS



Virtual Internships



Flip Classroom



Live Projects



Incubation Lab



Industry Mentoring



Phygital Teaching

PROGRAM OBJECTIVE

- Identify contextual components of the global, national and local sport industry.
- This Program represents a variety of sport management concepts, segments, theories, and applications.
- Describe sales operations in sport enterprises.
- Apply the theoretic foundations of sport marketing to the sport industry
- Describe promotional aspects in sport enterprises.
- Describe fundraising, promotions, licensing, and media relations in sport enterprises.

Course Fee

₹ 2.5 LACS + GST

Knowledge Partners

