



SPORTS MARKETING

3 Months Certificate Program



Preamble:

Sports Marketing and Sports Physical Education are two distinct fields within the broader sports industry, each with its own focus and career paths. However, Combining Sports Marketing and Sports Physical Education can provide a well-rounded perspective on the Sports Industry. desportz - Institute of Sports Management in collaboration with IKF -India Khelo Football, launches its Certificate Course - in Sports Marketing.

With this collaboration, our efforts are to give Holistic Approach and Career Versatility to all Sports Enthusiasts and Professionals.

BATCH STARTS FROM SEPTEMBER 2024

VISIT OUR WEBSITE

www.desportz.org & www.indiakhelofootball.com



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PROGRAM HIGHLIGHTS



Course Duration
3 Months



Session Frequency
Two days in a week



48 Hours



Session Duration
2 Hours

PROGRAM CURRICULAM

Module 1 :
Introduction to Sports Marketing

Module 2 :
Sports Branding and Sponsorship

Module 3 :
Digital Marketing in Sports

Module 4 :
Event Marketing and Management

Module 5 :
Sales and Revenue Generation

Module 6 :
Emerging Trends and Career Opportunities

Project Study & Viva

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