

What's the difference between the Sports Business and Sports Marketing Institutes?

Still have questions? Email summerimmersion@wfu.edu

	Sports Business Institute	Sports Marketing Institute
Program Focus	Provides a behind-the-scenes look at the business principles driving the sports industry, including sales, administration, and sponsorships.	Investigate principles and processes in sports marketing with a focus on revenue generation, branding and fan engagement.
Targeted Skills	Sales, promotions, contract negotiation, community relations, collegiate and professional sports operations.	Marketing strategy, media relations, sponsorship, brand management, and communication.
Career Exploration	Business operations within collegiate and professional sports teams and organizations, including roles in management, sales, and operations.	Career opportunities in sports marketing working for a team, league, event, or agency.
Key Guest Speakers	NCAA Division I coaches, athletic administrators, business executives, sports agents.	Sports marketers, branding specialists, PR professionals, partnership experts
Hands-On Experiences	Facility tours of professional and collegiate sports venues, negotiation workshops, career panels.	Create and present a strategic sports marketing plan, idea generation workshops and behind-the-scenes stadium tour.
Topics Covered	<ul style="list-style-type: none"> - Sales & Promotions - Sponsorships - Collegiate Athletics Administration - Media Relations - Topical Issues in Sports Business 	<ul style="list-style-type: none"> - Marketing and Branding - Revenue Generation and Sales - Partnership Strategies - Promotions and Fan Engagement - Public Relations and Social Media
Program Length	Sunday - Friday	Sunday - Friday
Who's this for?	Students new to the business of	Intended for rising seniors who are

	sports.	interested in pursuing a career in sports marketing working for a team, league, event, or agency. Consideration will also be given to students with exceptional knowledge and background in sports business.
Schedule Highlights	<ul style="list-style-type: none"> - Workshop: Understanding the Business of Sports - Discussions with executives, administrators and coaches - Career Panel - Tour of Wake Forest Athletic Facilities - Field Trip to Charlotte 	<ul style="list-style-type: none"> - Workshop: Understanding the Sports Marketing mullet - Discussions with marketing executives and branding experts - Create and present a sports marketing plan - Pro Stadium Tour - Attend and evaluate a minor league baseball game