**The name of the academic discipline:**

**“Modern Marketing and Communications in Sports and Entertainment”**

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| **Specialty code and name** | 1-23 01 15 Social Communications |
| **Year of study** | 4 |
| **Semester of study** | 7 |
| **Number of in-class academic hours:** | 34 |
| **Lectures****Seminar classes** **Practical classes****Laboratory classes** | 16 |
| 18 |
| - |
| - |
| **Form of the current assessment (*credit/ graded credit /exam*)** | credit |
| **Number of credit points** | 2 |
| **Competences** | Mastering the academic discipline “Modern Marketing and Communications in Sports and Entertainment” should ensure the formation of special competencies: applying marketing tools to promote products and services in the field of sports and entertainment |
| **Summary of the academic discipline:**The discipline describes the concepts of the physical culture and sports sphere, the specifics of the product of sports organizations and entertainment organizations. The content of the academic discipline includes conceptual aspects and the content of marketing activities of physical culture and sports organizations and entertainment organizations in the field of market research and segmentation, marketing communications, planning and control strategy, designing a service offer adequate to demand. |