# KINE 4250/6250 Section 601

**Revenue and Promotion Generation in the Sport and Fitness Enterprise: Summer 1**

Sport is a multi-billion-dollar industry ranking in the top twenty-five among America’s industrial sectors. Revenue sources are presented in many forms, such as individual and group ticket sales, the selling of sponsorships, advertising, and broadcasting rights Also, the selling of merchandise is a revenue source of increasing importance for sport and allied organizations. This course examines revenue and promotional aspects relating to sport. Specifically, attention is given to practices as they relate to professional sport clubs, scholastic and collegiate athletic departments, facilities, events, fitness clubs, recreation departments and related organizations. One can meet a writing-intensive requirement by successfully completing KINE 4250. Examined topics include:

* Identifying and qualifying revenue sources
* The personal selling process
* Structuring a revenue function
* Preparing a revenue strategy
* Evaluation and development the revenue operation
* Aftermarketing and customer service
* Revenue management
* Sales promotion development
* Role of technology in the revenue process
* Selling yourself to obtain your “dream job”
* Best practices and career advice from revenue generation professionals in the field

For further information on the course, please contact Dr. Mark E. Moore at mooremar@ecu.edu.