Name of the discipline (module)	Sport management and marketing
Code and name of the specialty	1-03 02 01 Physical Training with specialization 1-03 02 01 03 Sports and recreational, tourist and recreational activities
Course	4
Semester	8
The number of academic hours of the discipline (module): Lectures Seminars Practicals Laboratory Practicals	72 30 10 0 0
The form of control	Examination (8)
The number of credits	2

Specificity of the object, process and subject of management in sports from the point of view of the system approach using modern innovative technologies in management and teaching.

Features of managerial activities in the field of physical culture and sports on the basis of theoretical foundations of management and marketing.

The content of the academic discipline is set out in the following sections:

Section 1. Fundamentals of Management of Physical Culture and Sports.

Section 2. Objects of management in the field of physical culture and sports.

Section 3. System analysis of the management process in a sports organization.

Section 4. Socio-psychological phenomenon of leadership.

Section 5. Fundamentals of marketing of physical culture and sports.

Section 6. Consumers, goods and markets for sports and sports goods and services.

Section 7. Activities in the market of sports and sports goods and services.