

**The name of the academic discipline:  
“Sports Management and Marketing”**

<b>Specialty code and name</b>	1-03 02 01 Physical Training
<b>Year of study</b>	3
<b>Semester of study</b>	6
<b>Number of in-class academic hours:</b>	26
<b>Lectures</b>	10
<b>Seminar classes</b>	10
<b>Practical classes</b>	-
<b>Laboratory classes</b>	-
<b>Form of the current assessment (<i>credit/graded credit /exam</i>)</b>	credit
<b>Number of credit points</b>	3
<b>Competences</b>	To master methods of managing enterprises in the field of physical culture and sports, to develop marketing strategies for physical culture and sports organizations, to carry out activities aimed at their implementation.

**Summary of the academic discipline:**

The academic discipline “Sports Management and Marketing” sets an important goal: to master the basics of modern management, as a science of managing an organization, and modern marketing, as a science of effective promotion of goods and services in the conditions of a modern market economy, to master basic knowledge in the field of these sciences taking into account their specificity, and also to form the worldview of young specialists in terms of socio-economic relationships occurring in the industry of “Physical Culture and Sports”.