

MOTORSPORTS MARKETING

OUR LEGACY, YOUR FUTURE

100% Online ♦ Jan. 10-May 11, 2020



Join us for this informative course in Motorsports Marketing, one of the most exciting and growing fields in our region! With topics covering promotion, placement/pricing strategies, media importance and human relations, you will be able to develop a marketing and media plan upon completion of this course!

Required Textbook: *Motorsports Marketing and Sponsorship: How to Raise Money to Race and Give Sponsors What They Really Want*, by Alex Striler

ISBN: 0982879644

For more information and to register, please contact Sherie Neely at sherie.neely@rccc.edu.

**Rowan-
Cabarrus**
COMMUNITY COLLEGE



Please register soon, as class size is ♦ limited! To register, call **704-216-RCCC (7222)** or online by visiting WebAdvisor, clicking "Continuing Education," then "Search, Register and Pay for Continuing Education Classes".

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