Publication: The Straits Times, p C17 Date: 28 June 2014 Headline: SMU in sports marketing tie-up

SMU in sports marketing tie-up

THE Singapore Management University (SMU) and University of Oregon (UO) have inked a five-year agreement for an international student exchange programme. SMU students will benefit from programmes at UO's Warsaw Sports Marketing Centre which blend concepts in business and sports practice.

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