Universities have long been a seller's market in Taiwan just like in many other countries. However, as the number of higher institutions has skyrocketed over the last decade, plus the lowering birth rate, the student enrollment to Taiwanese universities is expected to decrease dramatically in 4 years. It is also expected that about 40 universities would be affected, and some might be forced to shut down. Currently, Taiwan has more than 170 universities with the total population of only 23 millions. The supply is way over the demand.

Sport management and related departments in the universities are also boomed. The latest statistics showed that we have over 120 college programs of this type. As competition among academic institutions for financial resources, local and non-local students has intensified, so has the adoption of strategic marketing in the universities. A critical element in the strategic marketing planning of academic programs that is highly important but often neglected and unclear is the creation of product feature. Product features may be defined as a competitive tool for differentiating the company’s product from competitors' products. In a university environment, product should be academic programs.

The purpose of this paper is to examine the product feature building of academic institutions as they face growing competition for students and financial resources. Specifically, the objectives of the present study are of the following:

1. To find out the current product features of the sport management and related departments.
2. To construct the process of building the product features.
3. To discover the future directions for product feature building.

In addition, the study result would be useful to the next stage of the study which is aimed at comparing with the situation in other Asian countries, such as in Korea and Japan as they are also facing the oversupply problem of higher education. The data for this study were obtained primarily by questionnaire survey. About 150 copies of questionnaire were sent to the chairmen of sport management and related departments in Taiwan. The study was able to identify the current features, the process of building them, and the future directions.