# SA 611: Sport Business

## HEALTH, EXERCISE SCI & RECREATION MGMT

This course is designed to provide future sport business professionals with theoretical and practical knowledge in marketing principles, management, communication process, and current business issues today. Overall, this course is intended to prepare students who can assume responsible marketing positions with skills of application and demonstration for the complex nature of today's sport business marketplace.

3 Credits

## Instruction Type(s)

- Lecture: Lecture for SA 611

## Subject Areas

- Parks, Recreation and Leisure Facilities Management

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.