Ent 331: Social Influencing in Sport

MANAGEMENT

The goal of this course is to learn how social media influences today's sports industry. The course will review how social influencing in sport can be leveraged into entrepreneurship opportunities for its participants and consumers. The discussion will review various trends in sport to include but not limited to social activism, brand development, and college athletics' name, image, and likeness laws.

3 Credits

Prerequisites

- Pre-requisite: 54 Earned Hours.

Instruction Type(s)

- Lecture: Lecture for Ent 331
- Lecture: Web-based Lecture for Ent 331
- Lecture: Online Program for Ent 331
- Lecture: Compressed Video for Ent 331

Subject Areas

- Entrepreneurship/Entrepreneurial Studies

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