

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](#)

