SRA 270: The Business of Sport

HEALTH, EXERCISE SCI & RECREATION MGMT

This course focuses on the business side of sport management, primarily considering issues of marketing, sponsorship, and sales. In this, students will not only supplement knowledge of these concepts but also be presented with actual models relevant to working in sales in the competitive sport environment.
3 Credits

Prerequisites

- SRA majors or Sport Administrative Minors or by instructor approval.

Instruction Type(s)

- Lecture: Lecture for SRA 270

Subject Areas

- Parks, Recreation and Leisure Facilities Management
- Parks, Recreation, Leisure and Fitness Studies, Other

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