

SM 672: Business Practices in Sport

Health, Exercise Sci & Recreation Mgmt

This course is designed to provide future sport business professionals with theoretical and practical knowledge of marketing principles, management, communication processes, and current business issues. This course will primarily focus on the application of key marketing and communication strategies utilized in contemporary sport organizations

3 Credits

Instruction Type(s)

- Lecture: Lecture for SM 672
- Lecture: Web-based Lecture for SM 672

Subject Areas

- [Parks, Recreation and Leisure Facilities Management](#)
- [Parks, Recreation, Leisure and Fitness Studies, Other](#)

