

SM 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 course, students will not only develop knowledge of concepts but also apply best practices in assignments that prepare them for working in the modern sport industry.

This course is cross-listed with SRA 270 and credit cannot be received for both courses.

3 Credits

Cross-listed Courses

• SRA 270: The Business of Sport

Subject Areas

Sport and Fitness Administration/Management

Related Areas

- Health and Physical Education, General
- Health and Physical Education/Fitness, Other
- <u>Kinesiology and Exercise Science</u>
- Sports Studies

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.

