

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](#)
- [Kinesiology and Exercise Science](#)

