

## **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](#)

