Nebraska Wesleyan University

HHP 173 Sport Marketing and Communication

Catalog

2011-2012

Course Description

This course directs students to a better understanding of the theoretical backbone that makes sport marketing and communication such a unique subject to study. The ever-expanding field of sport management, sport marketing and communication provides a comprehensive treatment of public relations practice and marketing within sport. Rather than address public relations only as a means of supporting the marketing function or leveraging the media's interest in an event or organization, the student will recognize public relations as a function that is integral to many aspects of a sport organization's goals.

(Normally offered each fall semester.)

Course Hours

3 hours

Departments

1. Health and Human Performance