Nebraska Wesleyan University

HHP 4220 Sport Finance

Catalog

2014-2015

Course Description

This course is designed to draw on contemporary examples from marketing, sponsorship, facility constuction, and sport law to illustrate the crucial role that money plays in any sport business.
Prerequisite(s): Junior standing.
(Normally offered each spring semester.)

Course Hours

3 hours

Departments

1. Health and Human Performance