

**Course:**

**HHP 3730 Sports Marketing and Communication**

**3 hours**

**Majors, Minors & Degrees:**

**Majors**

Sport Management (B.S.)

**Minors**

Sport Management

**Departments/Programs:**

Health and Human Performance

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 intergral to many aspects of a sport organization's goals.

(Normally offered each fall semester.)