Nebraska Wesleyan University

HHP 3730 Sports Marketing and Communication

Catalog

2021-2022

Course Description

This course will introduce students to the application of basic principles of marketing to the sport industry with an emphasis on intercollegiate athletics, professional sport and multisport club operations. The function of the course is threefold: 1) to provide students with a broad appreciation of marketing; 2) to provide students with an up-to-date understanding of marketing concepts as they are currently being applied in various sport management contexts; and 3) to provide a foundation for those students who plan to do advanced study and work in marketing, consumer behavior, and related fields.

Prerequisite(s): BUSAD 2000 Principles of Marketing or permission of instructor.
(Normally offered each fall semester.)

Course Hours

3 hours

Departments

1. Health and Human Performance