

Nebraska Wesleyan University

Catalog 2024-2025

HHP 1700 Introduction to Sport Management and Leadership

3 hours

Majors, Minors & Degrees:

Majors

Sport Management (B.S.)

Minors

Sport Management

Departments/Programs:

Health and Human Performance (Undergraduate)

This course is designed to provide current or future sport program administrators with an overview of the sport management discipline. The introduction is focused on the history of the sport management discipline, career opportunities, management principles, marketing, economics and finance, facility and event management, law, communications, and public relations. These principles are applied to various sport and exercise settings, such as interscholastic, intercollegiate, international, and professional sport along with the community recreation industries.

(Normally offered each semester.)