Nebraska Wesleyan University

HHP 3730 Sports Marketing and Communication

Catalog

2026-2027

Course Description

This course examines sport marketing and communications with a focus on real-world application and emerging artificial intelligence (AI) tools. Students will explore marketing strategies in intercollegiate, professional, and multi-sport settings while completing a semester-long LAUNCH project, which is to develop and promote a new sport-related product or service. Through the integration of AI tools, students will create digital content such as logos, websites, videos, and social media campaigns. The course emphasizes ethical AI use; equips students to elevate creativity, improve efficiencies, and deepen marketing insights; and provides students with hands-on experience to build skills in sport marketing, digital communication, and innovation. Prerequisite(s): BUSAD-2000 or instructor permission of a prerequisite waiver. (Normally offered each fall semester.)

Course Hours

3 hours

Departments

1. Health and Human Performance (Undergraduate)