

Course:

HHP 3730 Sports Marketing and Communication

3 hours

Majors, Minors & Degrees:

Majors

Innovation and Entrepreneurship (B.S.)

Sport Management (B.S.)

Minors

Esports and Gaming Administration

Sport Management

Departments/Programs:

Health and Human Performance (Undergraduate)

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.) This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.