Nebraska Wesleyan University

HHP 1700 Introduction to Sport Management and Leadership

Catalog

2026-2027

Course Description

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.)

Course Hours

3 hours

Departments

1. Health and Human Performance (Undergraduate)