

2021-22 ACADEMIC COURSES

BMG 165: INTRODUCTION TO SPORTS AND ENTERTAINMENT MANAGEMENT

In this course, students are introduced to the field of sports and entertainment management. Students will learn conceptual and practical approaches to successfully plan, organize, staff, and control a sports or entertainment operation. Structured and creative approaches to problem-solving will be explored. Students will discuss management concepts related to promotion, pricing strategies, and the sales process. Students will also explore career possibilities available in the sports and entertainment industries.

Level I Prereq: Academic Reading and Writing Levels of 6

Description	Hours
Credits	3
Lecture Hours	45
Clinical Hours	0
Lab Hours	0
Other Hours	0
Total Hours	45

Accurate as of 02/26/2021 Information is subject to change without notice.

Class offerings by semester

Swipe left to see full chart