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## 2024-25 ACADEMIC COURSES

### **BMG 167: SPORTS AND ENTERTAINMENT AGENCY MANAGEMENT**

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In this course, students will learn the principles and practices involved in managing sports and entertainment agencies. The course will cover the dynamic and multifaceted field of sports and entertainment representation, including talent management, contract negotiations, marketing, and event planning. Students will explore the unique challenges and opportunities that arise in the fast-paced world of sports and entertainment management.

**Level I Prereq:** Academic Reading and Writing Levels of 6

<b>Description</b>	<b>Hours</b>
Credits	3
Lecture Hours	45
Clinical Hours	0
Lab Hours	0
Other Hours	0
Total Hours	45

Accurate as of 05/07/2024 Information is subject to change without notice.