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## 2024-25 ACADEMIC COURSES

### **BMG 169: SPORTS AND ENTERTAINMENT MARKETING**

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In this course, students explore marketing principles and resources for the sports and entertainment industries. Students will develop a fundamental knowledge of product elements and channels of distribution. In addition, students will discuss how increasing attendance in a venue is achieved by developing an understanding of the how, who, what and where of marketing. Level I Prerequisite: Academic Reading and Writing Levels of 6; Academic Math Level 1

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<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 09/09/2024 Information is subject to change without notice.