

2021-22 ACADEMIC COURSES

BMG 169: SPORTS AND ENTERTAINMENT MARKETING

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 Prereq: Academic Reading and Writing Levels of 6; Academic Math Level 1

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

Accurate as of 06/18/2021 Information is subject to change without notice.

2021-22 Class offerings by semester

Swipe left to see full chart