

# SPTS 101C : Introduction to Sports Management

Emphasizes basic management principles as they relate to sports management. A variety of management techniques and approaches are analyzed to broaden students' background in this area and to better allow them to develop effective and comprehensive sports management plans.

**Credits** 3

**Lab/Practicum/Clinical Hours** 0

**Lecture Hours** 3

## **Learning Outcomes**

- Understand market forces creating need for sound sport marketing strategy.
- Understand obstacles to sport marketing strategy.
- Recognize components of sport product and sport industry.
- Learn what makes sport marketing unique.