

SPORT MANAGEMENT (BNSM)

BNSM 040 COMMUNITY SERVICE ACTIVITIES (1 credit)

Applied learning experience in sport related activities involving volunteer work in a variety of community, social service agencies, or nonprofit organizations. Requires 35 hours of service per credit. May be repeated for credit.

Prerequisites: Consent of the instructor required.

(EXPERIENTIAL LEARNING)

BNSM 350 THE MANAGEMENT OF SPORT (4 credits)

Marketing, financial, legal, and ethical principles to the field of sport management.

Prerequisites: BNSS 250 or BNAC 259.

BNSM 450 INTRODUCTION TO SPORT LAW (4 credits)

Introduction to sport-related legal issues and concepts. Focus on providing an overview of the major legal issues associated with sports, sports management, and the sports industry.

Prerequisites: BNSS 340.

BNSM 451 SPORT MARKETING (4 credits)

Marketing techniques and strategies applied to sport industry.

Uniqueness of sport marketing, sport industry segmentation, market research in identifying sport consumer, data-based sport marketing plans, and development of sponsorship and endorsement packages.

Prerequisites: BNMK 321.

BNSM 457 TOPICS IN SPORT MANAGEMENT (4 credits)

In-depth exploration of special topics, current issues, and trends in sport management. May be repeated once for credit with different content.

Prerequisites: BNSM 350, junior standing, and consent of instructor.