

ESS 114 : Introduction to Sport Management

This course will seek to provide the student with an overview of the sport industry and cover the basic fundamental knowledge and skill sets required of a sport manager. This course introduces topics such as management; leadership and governance; communications and media; sport marketing and sales; sponsorship; sport finance and economics; facility and event management; legal principles; ethics; and global sport. The class will explore the aforementioned topics in order to make links between the segments, delineate larger concepts and issues within each and draw conclusions related to overreaching policy implications.

Credits 4

Semester Offered

Offered fall