

SPORT AND EVENT MANAGEMENT (SPMT)

SPMT*6120 Foundations of Sport Management Unspecified [0.50]

This course introduces students to the vast, growing and varied literature and conceptual foundations that are directly and indirectly associated with sport management. A decision-making frame is adopted and key stakeholders, applications and concepts reviewed. Key areas of sport management literature (sponsorship, sport finance, sport communications) are emphasized.

Offering(s): Annually

Restriction(s): Restricted to Lang MSc students.

Department(s): Department of Management

Location(s): Guelph