

SMM2222 : Professional Development Seminar II: Sports Marketing and Media

In Professional Development Seminar II: Sports Marketing and Media, students will continue an exploration of the sports marketing and media industries. With this newly acquired industry knowledge, students will analyze organizational structures and begin to link responsibilities and behaviors to job roles. Students will also continue to evaluate, modify, and maintain their personal brand. Guest speakers will provide students with insight into real-world professional experiences.

Credits 1