

# SMM3112 : Sports Business Models

In the Sports Business Models course, students will develop an understanding of the principles of economics that influence individual decision makers, both consumers and producers, within an economic system. They will also explore the function of product markets as they relate to sports. Students will examine the different types of relationships forged between sports organizations, their consumers, and their business partners and how industry businesses develop and nurture streams of revenue through those relationships.

**Credits** 3