

# SMM359 : Project and Portfolio V: Sports Marketing and Media

The Project and Portfolio V: Sports Marketing and Media course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will complete a clearly defined plan for one of a variety of types of sports business projects from development to delivery. Students will identify how their projects will add value to a proposed organization and the possible reception of its stakeholders. Students will outline their project's objectives, overview, budgeting, event planning, timeline, and criteria for evaluation.

**Credits** 3