

SMM3622 : Sports Events and Entertainment

The Sports Events and Entertainment course serves as an examination of sports business event management and the strategies used to market conferences, meetings, and special events. This course will also examine the marketing and packaging of sports and entertainment events. Students will explore event planning, promotion, and production for a variety of events and conferences with a targeted emphasis on the roles technology and design play in their success. This course guides students through budgeting, planning, staff and equipment management, video and graphics production, interactive marketing, signage, and the development of strategic partnerships. Students will also be presented with project management tools used in event planning and development.

Credits 3