

SPM 333: Sport Finance, Fundraising, and Sponsorship

This course is designed to provide a comprehensive overview for fundraising, finance, and sponsorship. Concepts include sources of revenue for sports financing, principles of budgeting, spreadsheet utilization, and financial management of sport facilities and enterprises.

Additional topics include sports specific fundraising, community engagement fundraising, fundraising principles and sporting events fundraising. Students will develop an understanding of the essentials of fundraising, financing operations, and examine larger issues confronting sports in today's climate.

Credits: Credits 3

Recommended:

Recommended Prerequisites

SPM 181