

# SML 522: Sport Marketing & Public Relations

This course will immerse students into the world of sports marketing and public relations by highlighting issues, controversies, topics, trends, and opportunities within the sports industry. The course will take a detailed look at all elements from sports marketing to public relations. Concepts such as: newspaper, radio, television, agency, the internet, colleges, provincial, municipal, international sport, and professional sports.

**Credits:** Credits 3