Sport Networks: Integrating Network Analysis into the Sport Management Curriculum

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Teaching & Learning Fair - Other (Other)  Saturday, June 3, 2017
Teaching & Learning Fair Presentation  1:55 PM
Abstract 2017-400  Room: Sopris

The purpose of this course is to introduce students to social networks in the sport industry. In addition to covering the fundamentals, the course details how social networks can be used to analyze activities and issues students might encounter in areas such as sponsorship, organizational behavior, and communication.