

CONTEMPORARY SPORTS ISSUES

This event provides recognition for PBL members who understand and demonstrate knowledge about the current principles and issues of the dynamic sports industry both in this country and internationally.

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- sports management
- intercollegiate athletics
- professional sports
- sports management and marketing agencies
- sports tourism
- international sports
- sports consumer behavior
- public relations
- finance and economics in sports industry
- sports facility and event management
- legal considerations
- sociological aspects of sports