



LSM 123: Sport as Popular Culture

This course covers a broad range of topics that explore sport as a significant part of popular culture. These topics include the analysis of the production and consumption of sport and leisure as an aspect of contemporary popular culture; the relationship between sport and leisure and the economy, the media, and politics; and the impact of class, race, gender, ethnicity, and nationality. Three lecture hours per week.

Course Student Learning Outcomes

1. Describe similarities and differences in the production, meaning, promotion, and consumption of sport in selected nations.
2. Analyze selected elements of the sport industries, systems, and practices in the global marketplace.
3. Examine essential cross-cultural understanding and effective communication skills necessary to promote international growth in the sport industries.
4. Discuss the importance of cross-cultural considerations in the global expansion of sport and leisure industries.

Credits: 3

Program: Leisure Service Management