

## The Business of Sports

Summer 2026

Wednesday 10:45 AM to 12:15 PM,

MAB2 & ZOOM (Hybrid)

Doug Verb

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Each class, we'll examine the business behind our new & old teams and look at the inner workings that few fans ever think about. See how each has targeted the Vegas market: both residents and visitors. Get to know who the sports business 'players' are. Plus, we'll also discuss the current big stories on the national sports business scene. Numerous guests will join us.

Week 1: Current topics in the sports business – local & national.

Week 2: Current topics in the sports business – local & national.

Week 3: Current topics in the sports business – local & national.

Week 4: Current topics in the sports business – local & national.

Week 5: Current topics in the sports business – local & national.

Week 6: Current topics in the sports business – local & national.

Week 7: Current topics in the sports business – local & national.

Week 8: Current topics in the sports business – local & national.

Week 9: Current topics in the sports business – local & national.

Week 10: Current topics in the sports business – local & national.\*\*

Guest speakers will be scheduled and content will change every week. Speakers we have had in previous semesters include the President of the Las Vegas Super Bowl Host Committee, president of the Aviators, Executive Director of the LV Bowl, Chief Marketing Officer of Allegiant Airline, UNLV AD, President of the Golden Knights, owner of the Lights, Las Vegas Events VP, and the RJ Sports editor.

Speakers we are looking to include this semester include the GM of the new arena in Henderson, the CEO of the expansion lacrosse franchise, media leaders, and executives who run the foundations of our pro teams.