

SRA 311: Mktg. & Communication in Sport & Rec.

[Health, Exercise Sci & Recreation Mgmt](#)

This course focuses on the management of tourism and outdoor recreation businesses. It will cover basic business principles needed for running a successful tourism and recreation business, and will include special considerations for private recreation operations on public lands (e.g., concessionaires, long-term leases). Student participation and discussion will be emphasized.

3 Credits

Prerequisites

- [SRA 270: The Business of Sport](#) (Minimum grade: C)
- SRA majors only or by instructor approval.

Cross-listed Courses

- [SM 211: Sport Marketing](#)

Instruction Type(s)

- Lecture: Lecture for SRA 311
- Lecture: Web-based Lecture for SRA 311

Subject Areas

- [Parks, Recreation and Leisure Facilities Management](#)
- [Parks, Recreation, Leisure and Fitness Studies, Other](#)

