

SRA 660: Sport and Leisure Economics

Health, Exercise Sci & Recreation Mgmt

This course focuses on the business side of sport management, primarily considering issues of marketing, sponsorship, and sales. In this, students will not only supplement knowledge of these concepts but also be presented with actual models relevant to working in sales in the competitive sport environment.

3 Credits

Instruction Type(s)

- Lecture: Lecture for SRA 660

Subject Areas

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

