

SRA 311: Sport Marketing Health, Exercise Sci & Recreation Mgmt

Basic marketing concepts with applications to the uniqueness of the sport industry. Student participation and discussion will be emphasized. 3 Credits

Prerequisites

- <u>SRA 270: The Business of Sport</u> (Minimum grade: C)
- Pre-requisite: SRA Majors only or with Instructor Approval

Cross-listed Courses

• SM 211: Sport Marketing

Instruction Type(s)

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

Subject Areas

- Parks, Recreation and Leisure Facilities Management
- Parks, Recreation, Leisure and Fitness Studies, Other

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