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.

Instruction Type(s)
- Lecture: Lecture for SRA 311

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