

PRM 601: Park & Recreation Program Dev & Promotio **HEALTH, EXERCISE SCI & RECREATION MGMT**

An overview of service marketing as applied to the park and recreation industry.

3 Credits

Instruction Type(s)

- Lecture: Lecture for PRM 601

Subject Areas

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

