

## 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

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