

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

