

## **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](#)

