

## **SRA 270: The Business of Sport** **HEALTH, EXERCISE SCI & RECREATION MGMT**

This course focuses on the business side of sport management, primarily considering issues of marketing, sponsorship, and sales. In this, students will not only supplement knowledge of these concepts but also be presented with actual models relevant to working in sales in the competitive sport environment.

3 Credits

### **Prerequisites**

- SRA majors or Sport Administrative Minors or by instructor approval.

### **Cross-listed Courses**

- [SM 270: The Business of Sport](#)

### **Instruction Type(s)**

- Lecture: Lecture for SRA 270

### **Subject Areas**

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

