SRA 660: Sport and Leisure Economics

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

Instruction Type(s)

- Lecture: Lecture for SRA 660

Subject Areas

- Parks, Recreation and Leisure Facilities Management

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.