

## RA 601: Recreation Admin. 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 RA 601

## **Subject Areas**

- Parks, Recreation and Leisure Facilities Management
- Parks, Recreation, Leisure and Fitness Studies, Other

