

SRA 672: Business of Sport and Recreation HEALTH, EXERCISE SCI & RECREATION MGMT

This course is designed to provide future sports and recreation business professionals with theoretical and practical knowledge in marketing principles, management, communication process, and current business issues today. This course will primarily focus on the application of key marketing and communication strategies utilized in the contemporary sport and recreation organizations.

3 Credits Instruction Type(s)

• Lecture: Lecture for SRA 672

Subject Areas

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

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.

