

SRA 311: Mktg. & Communication in Sport & Rec. Health, Exercise Sci & Recreation Mgmt

This course focuses on the management of tourism and outdoor recreation businesses. It will cover basic business principles needed for running a successful tourism and recreation business, and will include special considerations for private recreation operations on public lands (e.g., concessionaires, long-term leases). Student participation and discussion will be emphasized.

3 Credits

Prerequisites

- <u>SRA 270: The Business of Sport</u> (Minimum grade: C)
- SRA majors only or by instructor approval.

Cross-listed Courses

• SM 211: Sport Marketing

Instruction Type(s)

• Lecture: Lecture for SRA 311

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.

