



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](#)

