

SRA 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](#)

