

## **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](#)

