

## **SRA 311: Sport Marketing** **Health, Exercise Sci & Recreation Mgmt**

Basic marketing concepts with applications to the uniqueness of the sport industry. Student participation and discussion will be emphasized.

3 Credits

### **Prerequisites**

- [SRA 270: The Business of Sport](#) (Minimum grade: C)
- Pre-requisite: SRA Majors only or with Instructor Approval

### **Cross-listed Courses**

- [SM 211: Sport Marketing](#)

### **Instruction Type(s)**

- Lecture: Lecture for SRA 311
- Lecture: Web-based Lecture for SRA 311
- Lecture: iStudy for SRA 311

### **Subject Areas**

- [Parks, Recreation and Leisure Facilities Management](#)
- [Parks, Recreation, Leisure and Fitness Studies, Other](#)

