

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

- <u>SRA 270: The Business of Sport</u> (Minimum grade: C)
- Pre-requisite: SRA Majors only or with Instructor Approval

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

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.

