

SM 211: 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. SM 211 cross-listed with SRA 311. A student cannot receive credit for both.

Cross-listed Courses

• SRA 311: Sport Marketing

Subject Areas

• Sport and Fitness Administration/Management

Related Areas

- Health and Physical Education, General
- Health and Physical Education/Fitness, Other
- Kinesiology and Exercise Science
- Sports Studies

