

SM 660: Sport Marketing Health, Exercise Sci & Recreation Mgmt

Basic and advanced concepts of activities that fall under the broad category of marketing with application to sport and related organizations. Learning emphasis will include applicable knowledge of these concepts and best practices in sport marketing that are relevant to a wide range of careers.

3 Credits Instruction Type(s)

- Lecture: Lecture for SM 660
- Lecture: Web-based Lecture for SM 660

Subject Areas

Parks, Recreation and Leisure Facilities Management

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.

