

## **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
- Lecture: Online Program for SM 660

### **Subject Areas**

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

