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

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