

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.

3 Credits

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](#)

