

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

Cross-listed Courses

- [SM 211: Sport Marketing](#)

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](#)

