Recreation, Sport, and Tourism

RST 325  **Marketing in Recreation, Sport and Tourism**  credit: 3 hours.
Application of marketing concepts to the delivery of leisure services. Introduces consumer decision theory analysis. Provides an integrative study of the methods and models for developing and evaluating alternative marketing strategies.

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<th>Time</th>
<th>Days</th>
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<td>67839</td>
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Credit Hours: 3 hours