

SUBJECTS AND COURSES

COURSE DESCRIPTIONS - RECREATION (REC)

REC 231 Health & Fitness Club Mgmt

This course is designed to introduce the student to all facets of proper management of a modern fitness facility. **3 Credit Hours**

REC 232 Health & Fitness Club Internsh

This course covers the elements of advertising and sales promotion in the business environment. Topics include advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness. Upon completion, the student should be able to demonstrate an understanding of the concepts covered through application.

15 Credit Hours