

University of Pretoria Yearbook 2016

Sports science 252 (SPK 252)

Qualification Undergraduate

Faculty [Faculty of Humanities](#)

Module credits 10.00

Service modules Faculty of Economic and Management Sciences

Prerequisites No prerequisites.

Contact time 3 lectures per week

Language of tuition Double Medium

Academic organisation Sport and Leisure Studies

Period of presentation Quarter 4

Module content

Social marketing of sport and recreation

The principles and processes of the social marketing approach to recreation and sports services are clarified and analysed. The Benefit-based Management Model of recreation and sports management and the concept of added value are applied to service providers in the public sector as well as the private sector.

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