

# University of Pretoria Yearbook 2017

## Sports science 252 (SPK 252)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Humanities</a>
<b>Module credits</b>	10.00
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.