

**Abstract****RESEARCH PAPER:** The Greening of Marketing in a Recreation Environment**STUDENT:** Julie Longo**DEGREE:** Master of Arts**COLLEGE:** Physical Education, Sport Administration (Higher Education)**DATE:** April 2011**PAGES:** 10

No matter where you look, whether it is businesses, neighborhoods, or schools, individuals are finding ways to change their everyday lives to become more environmentally aware. The same holds true for marketing tactics and facility designs for recreation department among universities. Colleges and universities have been encouraged to rethink their existing procedures and processes to see if there is anything they can change to help the environment. Universities have realized that sustainable design projects are the most desirable and are the best decision for the institutions long-term finances (Kennedy, 2010). Facilities that have not jumped aboard the green train need to at least understand the reason why going green is a positive path to take. If you are debating on whether to go green or not, the average school that is completely green saves 33% on energy and 32% on water bills annually (Whelan, 2007). With the research conducted and from work experience, this study attempts to show the most current and popular trends to “go green” in a recreation facility at a university.