

Sport and Recreation Management (SRM)

Course information contained within the Bulletin is accurate at the time of publication in June 2025 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

SRM 1115. Student Athlete Development and Professionalism. 3 Credit Hours.

Student Athlete Development and Professionalism is a three-credit course that introduces first-year students to the opportunities and rigors of higher education, as well as to the skills needed to use academic resources successfully in college. Many of the topics covered in this course not only apply to your growth as a student, but also to your social and professional development. The course further provides an introduction to the personal brand development of athletes. Students will learn about the importance of personal brand development, associated brands, personal finance, and compliance in relation to monetizing student athlete name, image, and likeness. Overall, the goal of this course is to provide students with an understanding of the importance of professionalism and personal development.

Repeatability: This course may not be repeated for additional credits.

SRM 1211. Sport, Entertainment and Society. 3 Credit Hours.

This course is an introduction to the sociological dimensions of sport and entertainment by addressing the ways ideology is immersed into our industries, as well as analyzing relevant historic and current issues in sport and entertainment. Through interrogating sociological topics such as gender, race, social class, age, ability, religion, and sexuality in relation to their interconnectedness within sport and entertainment, students will obtain the critical thinking skills and cultural competence tendencies to become forward-thinkers in our industries of sport and entertainment. Note: Prior to Fall 2023, this course was titled "Sport and Society."

Repeatability: This course may not be repeated for additional credits.

SRM 1220. Special Topics in Sport and Recreation Management. 3 Credit Hours.

Variable content course. See the course schedule for specific topics offered in a given semester.

Repeatability: This course may be repeated for additional credit.

SRM 2212. Law and Ethics in Sport and Recreation. 3 Credit Hours.

This course is designed to address the legal and ethical aspects of sport, recreation, park resources, and leisure services. The course will address legal foundations and the legislative process; contracts and tort law; regulatory agents and methods of compliance; the principles and practices of safety, emergency, and risk management related to sport, recreation, park resources, and leisure services; ethical principles and professionalism in sport and recreation management; environmental ethics; legal issues and trends; and professional competence and professional development related to law and ethics in sport and recreation management.

Repeatability: This course may not be repeated for additional credits.

SRM 2213. Budget and Finance Systems in Sport and Recreation. 3 Credit Hours.

Accounting trends as they relate to the sport and recreation industries will be covered. Financial decision-making, including cash management; ratio analysis; asset management; leverage; short, intermediate, and long-term financing will be the course focus. Economic theory will be applied to sport and recreation settings/organizations. Current trends in revenue production, including sponsorships, will be noted. Different types of budgets will be reviewed and students will learn the budget preparation and approval process.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in (BA 2104 or STHM 1115) and (ACCT 2101, ACCT 2501, or ACCT 2901)

SRM 2217. Research in Sport and Recreation. 3 Credit Hours.

This course will examine ways that research helps solve practical industry problems in recreation and sports. Topics will include problem identification, the logic of research, research designs, information search strategies, questionnaire development, and data analysis. Written and oral communication skills, as well as the use of data analysis software, will be stressed.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in (BA 2104 or STHM 1115)

SRM 3211. Management in Sport and Recreation. 3 Credit Hours.

Provides the knowledge required to formulate and manage effectively the resources in a sport or recreation operation. Human resource administration will be a major focus; managerial history, organizational needs, job designs, recruitment process, hiring/firing process, discipline and grievance procedures, motivation and performance appraisals are included. The course will expose the students to the additional associated management functions of budgets and accounting, facility management, risk management, customer service, community relations, and fund raising.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in (HRM 1101 or HRM 1901)

SRM 3214. Marketing Management in Sport and Recreation. 3 Credit Hours.

An analysis of essential marketing, promotion and sales principles as currently applied in the sport and recreation industries. Guidelines for formulating marketing goals and strategies, inclusive of target marketing, will be included. The marketing mix will be evaluated in terms of specific applications set in both industry segments. Trends, issues and problems influencing the industry will also be examined. Principles of salesmanship, sales techniques, sales strategies, and evaluation of sales performance in light of goal planning and objectives will be covered.

Repeatability: This course may not be repeated for additional credits.

SRM 3215. Stadium/Arena Design and Management. 3 Credit Hours.

The Stadium/Arena Design and Management course will require that students closely examine, condense, and digest information on planning, design, construction, and maintenance of stadiums and arenas which may be employed in athletics, leisure, sport, entertainment, recreation, and physical education. The students will prepare materials for class presentations, topics, and problems for discussion and analysis. The class will visit representative facility sites within the area.

Repeatability: This course may not be repeated for additional credits.

SRM 3216. Economics of Sport and Recreation. 3 Credit Hours.

This course examines the sport and recreation industries using microeconomic theory for analysis. The topics include league structure, organizational decision making, labor relations, incentive structures and facility financing.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in (ECON 1101 or ECON 1901)

SRM 3218. Organizational Strategy in Sport and Recreation. 3 Credit Hours.

This course focuses on the strategic challenges confronting firms that compete in the global economy within the sport and recreation industries. It provides students a forum in which to apply and integrate business theories, practices and skills in a global environment. The course examines opportunities for entrepreneurs in the industry through business plan development.

Repeatability: This course may not be repeated for additional credits.

SRM 3220. Special Topics in Sport and Recreation Management. 3 Credit Hours.

Variable content course. See the course schedule for specific topics offered in a given semester.

Repeatability: This course may be repeated for additional credit.

SRM 3221. Athletics Administration. 3 Credit Hours.

The course covers the organization and implementation of college athletics. Theory, principles, and problem areas will be addressed. Goals and policies associated with the administration of college athletics will also be covered, along with the approaches to planning, organizing, directing, controlling, budgeting, and evaluating college athletic programs.

Repeatability: This course may not be repeated for additional credits.

SRM 3222. Global Sport Management. 3 Credit Hours.

This course will cover the various governance structures of international sport with an emphasis on sport structures and governance models in areas other than the United States of America including how sport is organized, managed, funded, and governed globally. Students will gain a global perspective through the study of sport and its economic, cultural, sociological, and political role in Canada, Mexico, Central and South America, Asia, Australia/Oceania, Europe, the Middle East, and Africa.

Repeatability: This course may not be repeated for additional credits.

SRM 3223. Applied Sport Analytics. 3 Credit Hours.

Sports analytics applies data and quantitative methods to measure performance and make decision within the sport industry. This course will analyze various components, such as measuring and predicting team and player performance, recruitment and decision-making strategy, and sports betting and fantasy sports. As such, you will be learning common analytic concepts standard in the sports industry as well as the tools to help analyze these concepts.

Repeatability: This course may not be repeated for additional credits.

SRM 3224. Media and Communications in Sport and Recreation. 3 Credit Hours.

The purpose of this class is to give an overview of sports information and media relations as they pertain to collegiate and professional sports. The class will go into detail on how professional teams and institutions deal with the media, including: strategic planning, placement of stories, holding media conferences, writing press releases, oversight of web sites, handling sensitive situations, and game operations.

Repeatability: This course may not be repeated for additional credits.

SRM 3225. Recreation and Leisure Service Management. 3 Credit Hours.

This course will provide the knowledge required to formulate and manage effectively the resources in a public or private recreation or leisure service operation. Coordination of resources, inclusive of human, financial, physical, and technological, will be discussed. The course will expose the students to the typical programs and services provided by recreation and leisure service agencies. Emphasis will be placed on career opportunities and professional development.

Repeatability: This course may not be repeated for additional credits.

SRM 3226. Consumer Behavior in Sport and Recreation. 3 Credit Hours.

Marketing strategies designed to increase and sustain consumer demand for sport and recreation products and services rely upon an understanding of the individual consumer. This course will examine a variety of personal, psychological and socio-environmental factors that influence attendance and participation in sport and recreation and related consumption behaviors of media usage, purchase of merchandise, and travel. The course will also explore processes that operate within the consumer to understand how individuals make decisions to spend available resources of time and money on sport and recreation consumption activities.

Repeatability: This course may not be repeated for additional credits.

SRM 3227. Advanced Marketing for Sport and Recreation. 3 Credit Hours.

Sport marketing has changed dramatically as the result of increasing competition and environmental change. This course takes a system approach and is designed to extend students' knowledge and experience in marketing of sport and athletic events by first understanding the nature of competition within the industry; second, by understanding the role of information technology; and third, by developing extensive analytic skills. NOTE: SRM 3296 (formerly STHM 3296): Marketing Management in Sport and Recreation is strongly recommended prior to taking this course.

Repeatability: This course may not be repeated for additional credits.

SRM 3228. Sales Management in Sport and Recreation. 3 Credit Hours.

This course will examine the diverse and complex nature of sales within sport and recreation settings. We will introduce basic sales and customer satisfaction concepts and techniques, and then see how they are applied in sport and recreation organizations. Students will be exposed to the sales process through lectures, readings, and assignments.

Repeatability: This course may not be repeated for additional credits.

SRM 3231. Leadership in Sport and Recreation. 3 Credit Hours.

This interactive course aims to develop and enhance students' leadership skills. Using a comprehensive perspective of leadership, students will engage in a review of leadership theory, and explore common leadership approaches within sport. Through this combination of theory and leadership lessons with "real world" application, students will develop their own leadership philosophy and work to effectively communicate with their team and community members.

Repeatability: This course may not be repeated for additional credits.

SRM 3233. Esports Management and Industry Trends. 3 Credit Hours.

This course is an introduction to the nature, scope, and significance of the esports industry. In this course we will examine vital components of the esports ecosystem including key publishers, titles, teams, platforms, technology, and revenue sources. In addition, students will learn a variety of topics relevant to the business of esports, including esports consumers, professional and collegiate esports, legal and ethical concerns, as well as careers and future directions in the industry. The goal of this course is to give students a better understanding of the overall esports ecosystem, its trends, drivers of change, key stakeholders, and monetization.

Repeatability: This course may not be repeated for additional credits.

SRM 3234. Esports: Legal and Ethical Challenges. 3 Credit Hours.

This course is an introduction to the legal and ethical challenges of the esports industry. In this course, we will examine legal issues related to intellectual property, governance and regulatory frameworks, negotiating player contracts, and investment strategies. In addition, the course will explore ethical issues relevant to the business of esports, including legalized gambling, violence in video games, sexual discrimination, gaming addiction, and cheating. The goal of the course is to expose students to legal and ethical issues faced by those who operate in the esports industry and how to anticipate and address issues that present themselves in practice. The course will emphasize classroom participation.

Repeatability: This course may not be repeated for additional credits.

SRM 3235. Esports Social Media Management and Fan Engagement. 3 Credit Hours.

This course is designed to give students a foundation on the various digital media platforms, fan engagement strategies, and content production and management practices relevant to esports organizations and consumers. The skills learned in this course will enable students to create and develop relevant esports social media engagement strategies and related content creation and management strategies to engage esports consumers and optimize for each social media platform. This course contains an overview of (1) esports digital media management and consumer engagement; (2) esports fan engagement strategy and planning; (3) esports content management: image and video creation and management; (4) esports gaming content distribution platforms and fan engagement strategies: Twitch, Facebook Gaming, and YouTube Gaming; (5) esports communication and online community platforms and fan engagement strategies: Discord, TeamSpeak, Reddit, and Twitter; (6) customizing content for platforms and social media sharing sites: Instagram, Snap Chat, and Twitter; and (7) measuring social media engagement.

Repeatability: This course may not be repeated for additional credits.

SRM 3236. Esports Revenue Production. 3 Credit Hours.

One of the fastest growing forms of entertainment in the world is esports, which are simply video game competitions. With over 2 billion video game players in the world, the video game industry is already bigger than the North America film and sports industries combined. Several esports professional teams have valuations like teams in the major pro sports. The esports industry needs revenue to flourish. Many of esports' revenue sources mirror traditional sports, while some are unique. We will examine current revenue sources, as well as spotlight emerging and potential future sources of income. Many traditional sports are beloved for keeping change to a bare minimum, whereas esports is in a constant state of evolution, expansion, and reaction to the exponentially changing media consumption habits of today's tech-thirsty younger generations.

Repeatability: This course may not be repeated for additional credits.

SRM 3237. Personal Branding of Athletes: Name, Image, and Likeness. 3 Credit Hours.

This course provides an introduction to the personal brand development of athletes. Students will learn about the process of developing a unique and powerful personal brand for athletes in relation to associated brands within the sport brand ecosystem. Students will learn about the role of digital media and technology in the branding process, as well as how to monetize personal brands in compliance with regulations. Therefore, the course is relevant to student athletes, athletes, agents, and those who are interested in careers working directly with athletes or organizations that employ athletes. Overall, the goal of this course is to give students a better understanding of the sport brand ecosystem with a specific focus on athlete branding and monetization.

Repeatability: This course may not be repeated for additional credits.

SRM 3296. Marketing Management in Sport and Recreation. 3 Credit Hours.

An analysis of essential marketing, promotion and sales principles as currently applied in the sport and recreation industries. Guidelines for formulating marketing goals and strategies, inclusive of target marketing, will be included. The marketing mix will be evaluated in terms of specific applications set in both industry segments. Trends, issues and problems influencing the industry will also be examined. Principles of salesmanship, sales techniques, sales strategies, and evaluation of sales performance in light of goal planning and objectives will be covered.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in (MKTG 2101 or MKTG 2901)

SRM 4220. Special Topics in Sport and Recreation Management. 3 Credit Hours.

Variable content course. See the course schedule for specific topics offered in a given semester.

Repeatability: This course may be repeated for additional credit.

SRM 4222. Current and Ethical Issues in Sport Management. 3 Credit Hours.

This course is designed to provide students with an in-depth analysis of the current and ethical issues facing sport and recreation management. The course will address some of the major issues facing sport and recreation managers in the areas of youth sports, interscholastic athletics, intercollegiate athletics, amateur sports, and professional sports. In addition, the course will address the major issues facing sport and recreation managers in public, private, commercial, and voluntary agencies providing sport and recreation programs; and in specialized agencies providing campus recreation, military recreation, industrial recreation, and residence-connected sport and recreation programs. The course will build on the competencies students have already developed in their earlier courses, which introduced them to current issues; professional ethics, rights, and responsibilities; concepts of morality; theories of ethics; ethical behavior; and ethical codes. Given their working knowledge, students will be called upon in class to identify solutions to current issues and to make ethical decisions when confronted with ethical dilemmas.

Co-requisites: STHM 4112.

Repeatability: This course may not be repeated for additional credits.

SRM 4296. Current and Ethical Issues in Sport and Recreation Management. 3 Credit Hours.

The purpose of this course is to examine current issues that are of concern to sport and recreation administrators. The student will gain a basic understanding of these issues and develop appropriate strategies for effectively dealing with these issues/problems. Students will be encouraged to take advocacy positions on certain issues that are addressed. The course will build on the competencies students have already developed in their earlier courses, which introduced them to current issues; professional ethics, rights, and responsibilities; concepts of morality; theories of ethics; ethical behavior; and ethical codes. Given their working knowledge, students will be called upon in class to identify solutions to current issues and to make ethical decisions when confronted with ethical dilemmas.

Co-requisites: STHM 4112.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in SRM 3296.

SRM 5201. Sport Finance. 3 Credit Hours.

With the recent growth of the sports industry, competent managers must have a sound understanding of finance topics and the ability to apply a series of basic financial principles to the decision-making process of sport firms and organizations. Financial decision-making, including cash management; ratio analysis; asset management; leverage; short, intermediate, and long-term financing will be the course focus. Additionally, different types of budgets will be reviewed and students will learn the budget preparation and approval process.

Repeatability: This course may not be repeated for additional credits.

SRM 5202. Sport Economics. 3 Credit Hours.

This course uses the world of sports as a practical application for many economic theories. The tools learned from the fields of industrial organization, public finance, and labor economics will be used to examine sports and economics. Time and preferences may lead to examining the fields of amateurism and college sports, and finance. The intent of this course is to examine the sports world as economists, thus we will gain greater insight into both the sports world and the economists' world.

Repeatability: This course may not be repeated for additional credits.

SRM 5211. Sport Finance and Economics. 3 Credit Hours.

This course will analyze the relationship between finance and the sport and recreation industry. The purpose is to apply a series of basic financial and economic principles to the decision making process of sport firms and organizations. Issues include optimal pricing strategies, demand analysis, optimal financing, hiring decisions, and investment decisions; all of which can be undertaken with the tools addressed in this course. This course examines a variety of financial management issues relevant to major professional sport franchises, the corporations that use sport as a vehicle for promotion, and other organizations comprising the industry. Additionally, emphasis is placed on the financial and economic aspects of the public finance of sport facility construction and other forms of government subsidizes of the sport industry.

Repeatability: This course may not be repeated for additional credits.

SRM 5212. Legal Issues in Sport and Recreation. 3 Credit Hours.

The course addresses the legal aspects of sport, recreation, and leisure services, with a focus on tort liability, human rights liability, criminal liability, and contractual liability. Legal concepts of negligence, situations which give rise to law suits, and principles of risk management will be covered. Legal issues related to use of equipment, facility management, and accommodation for special populations will also be addressed.

Repeatability: This course may not be repeated for additional credits.

SRM 5214. Philosophy and Ethics. 3 Credit Hours.

The course will apply the traditional philosophical schools of thought (Idealism, Realism, Pragmatism, and Naturalism) to the philosophy of sport and recreation. In addition, Existentialism and Humanism will be analyzed to determine the implications for organizing sport and recreation programs. The course also covers issues and problem areas associated with ethics, ethical behavior, and ethical codes of sport and recreation professional associations.

Repeatability: This course may not be repeated for additional credits.

SRM 5215. Sport Marketing. 3 Credit Hours.

This course provides an overview of the core sport marketing and promotions principles. In addition to covering the essentials of the marketing mix, this course will also include lessons on the development of marketing strategies in the modern sport marketplace.

Repeatability: This course may not be repeated for additional credits.

SRM 5216. Strategic Management in Sport and Recreation. 3 Credit Hours.

This course focuses on the basic functions of management and the strategic challenges confronting firms that compete in the global economy within the sport and recreation industry. It provides students a forum in which to apply and integrate management and strategic theories, practices and skills in a global environment, and across all types of organizations, including public, private, and voluntary. The course also gives opportunities for entrepreneurs in the industry through business plan development.

Repeatability: This course may not be repeated for additional credits.

SRM 5217. Sport Facility Management. 3 Credit Hours.

The principles of planning areas and facilities for sport, recreation, and parks are explored. In addition to the design and construction of specific sport and recreation facilities, approaches to standards and regional planning will be discussed. Problems and issues related to funding, maintenance, and use of sport and recreation facilities will be analyzed. The course will also include trends in facility design, construction, and maintenance.

Repeatability: This course may not be repeated for additional credits.

SRM 5218. Equity, Inclusion, and Ethics in Sport Business. 3 Credit Hours.

This course examines an encompassing perspective of diversity within North American and international sport organizations. Specifically, the course provides students with an analysis and understanding of the various ways that people within sport organizations can differ, and how power differences based on this diversity impact life and work experiences and outcomes. The course covers issues of the non-dominant, historically under-represented elements of U.S. society, with a particular emphasis placed on racial, ethnic, and gender issues.

Repeatability: This course may not be repeated for additional credits.

SRM 5220. Special Topics in Sport and Recreation. 3 Credit Hours.

This course is designed to provide knowledge of the psychological foundations of consumer behavior, the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly their actions, and how to engage these mechanisms in building persuasive communications. The focus of this class will be on the scientific research (of behavioral scientists from multiple disciplines) that illuminates the psychological processes underlying consumer behavior, with specific focus on spectator and participant based sport and recreation activities.

Repeatability: This course may be repeated for additional credit.

SRM 5221. Sport Governance and Policy. 3 Credit Hours.

The course addresses the various approaches to organizing and governing sport and athletic programs from school sports to professional sports, from individual conferences to international organizations. Principles, issues, and problem areas associated with the governance of individual athletic departments will be addressed as well as the principles, issues, and problem areas associated with athletic conferences, and national and international governing bodies. Specific problems in relation to the size, structure, and staff of athletic departments and sport governing bodies will be analyzed.

Repeatability: This course may not be repeated for additional credits.

SRM 5224. Grad Seminar: Sport/Rec. 3 Credit Hours.

Problems involving organizational patterns and administrative functions essential to effective program organization will be analyzed. There will be special emphasis on staffing, scheduling, records, equipment, fund raising, equipment liability, and plant facilities. Sessions with leaders and practitioners in sport and administration will be included.

Repeatability: This course may not be repeated for additional credits.

SRM 5225. Sport Sponsorship and Sales. 3 Credit Hours.

The course analyzes and produces skills essential to revenue production through sport sponsorship and a variety of approaches and the identification of the various areas and components of sales in the sport industry. Sales theory, principles, current issues, and understanding the unique selling trends of organizations will be addressed as they apply to all levels of programs and in all types of contexts. Experiential learning will be a priority and will be infused into the content delivery through the learning experience.

Repeatability: This course may not be repeated for additional credits.

SRM 5226. Consumer Behavior in Sport and Recreation. 3 Credit Hours.

This course is designed to provide knowledge of the psychological foundations of consumer behavior, the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly their actions, and how to engage these mechanisms in building persuasive communications. The focus of this class will be on the scientific research (of behavioral scientists from multiple disciplines) that illuminates the psychological processes underlying consumer behavior, with specific focus on spectator and participant based sport and recreation activities.

Repeatability: This course may not be repeated for additional credits.

SRM 5227. Sport Media and Communication. 3 Credit Hours.

This course examines the various aspects of the relationship between sport and both media and communication. An overview of theories in media and communication is systemically provided and discussed. It focuses on the nature of traditional and digital media and its implication for sport policy and management. Specifically, the relationship between the sender, the message, the medium, and the audience are critically examined. Communication management and strategy are also discussed as the production, organization, and consumption of sport involve a wide range of communicative processes. Attention is also paid to the legal and ethical aspects of sport communication.

Repeatability: This course may not be repeated for additional credits.

SRM 5231. Compliance in Intercollegiate Athletics. 1.5 Credit Hour.

This course addresses the legislation related to rules compliance in intercollegiate athletics. Regulations and enforcement structure will be examined at the national, conference, and institutional levels. The implications and consequences of such legislation will be explored.

Repeatability: This course may not be repeated for additional credits.

SRM 5232. Fundraising and Development. 3 Credit Hours.

This course provides an overview of the role of fundraising and development in a sport setting. Students will gain an understanding of the strategies and processes used to generate revenue through philanthropic giving for programs. Environmental analyses and strategic planning will be central to training students to develop appropriate, successful fundraising and development programs. The role of governing bodies, ethical and legal implications will also be addressed.

Repeatability: This course may not be repeated for additional credits.

SRM 5233. Governance and Policy in Intercollegiate Athletics. 3 Credit Hours.

The purpose of this course is to provide an in depth overview of intercollegiate athletic governing bodies. The students will gain an understanding of the structure, policies, finances, and current issues related to intercollegiate athletics. Additionally, students will identify appropriate strategies for effectively dealing with current issues/problems in intercollegiate athletics.

Repeatability: This course may not be repeated for additional credits.

SRM 5234. Student-Athlete Affairs in Intercollegiate Athletics. 1.5 Credit Hour.

This course addresses the current state of student services in intercollegiate athletics. The course will also detail the support mechanisms aimed at the academic and personal development of student-athletes. The metrics used by the NCAA to measure academic performance of students will be explored, as well as industry trends and issues.

Repeatability: This course may not be repeated for additional credits.

SRM 5235. The Business of Recreation. 3 Credit Hours.

The purpose of this course is to provide students with an overview to the scope and variety of recreational business. Time will be spent exploring the development of the industry, current state, and future trends through the lenses of recreation and leisure services. The course is also intended to introduce students to the business principles important for creating and operating a profitable commercial recreation enterprise, as well as how recreation is different from other goods and services in the sport industry.

Repeatability: This course may not be repeated for additional credits.

SRM 5238. Sport and Entertainment Industry Research Experience. 3 Credit Hours.

This course will explore current research related to the sport and entertainment industries, including (but not limited to) topics related to sociocultural issues (e.g., racism, sexism, homophobia, trans athletes), college athletics, professional sport, sport governance, sporting events, and entertainment management in preparation for case study competition(s). Included in the course is a domestic immersion trip to a sport management conference, where students will compete in case competitions and/or present original research. While at the conference(s), students will engage in athletics facilities tours and meet athletics department staff. The course requires a travel fee to be paid by the student, which covers travel to the conference but the school also subsidizes travel costs.

Repeatability: This course may be repeated for additional credit.

SRM 5241. Evaluation of Programs and Events. 1.5 Credit Hour.

The goal of this course is to provide students with the background necessary to understand the evaluation process in the field of events and recreation management. The focus of the class is on evaluation, assessment, and different types of program evaluation, including needs assessment, formative research, process evaluation, monitoring of outputs and outcomes, impact assessment, and cost analysis. Both quantitative and qualitative research methods are addressed. Students will execute an applied evaluation project. This project involves practice in interviewing, focus groups, survey questionnaire development, data collection, and data analysis. The course will provide students with a conceptual map of how evaluation research is conducted, the resources available to them, the vocabulary of research, and guidance in writing an evaluation report.

Repeatability: This course may not be repeated for additional credits.

SRM 5242. Business of Non-Profit Organizations. 1.5 Credit Hour.

This course examines the theoretical, philosophical, practical, and ethical perspectives related to the effective management and leadership of not-for-profit organizations in the twenty-first century. Students will examine strategies related to governance and policy development in the not-for-profit organization. The fundamental differences of working for a non-profit or government entity will be discussed and compared/contrasted with for-profit organizations. In addition, students will examine the unique managerial challenges posed to not-for-profit organizations and the typical techniques and practices used by leaders in the public and non-profit sectors. The course will also familiarize students with the legal implications, unique financial management, and revenue generating models of not-for-profit organizations.

Repeatability: This course may not be repeated for additional credits.

SRM 5243. Event Management. 3 Credit Hours.

An experience-based course, this course will present principles of event management, along with a broad overview of opportunities in the industry. There will be a special focus on current trends and technology, risk management, staffing, and budgeting. A wide diversity of experiences will be available.

Repeatability: This course may not be repeated for additional credits.

SRM 5249. Introduction to Applied Sport Analytics. 3 Credit Hours.

The class will discuss the theory, development, and application of analytics in sport. Students will learn about the application of analytics in sport for evaluating player performance, team management, market segmentation, pricing, and other areas in sport industry operations. Analytics includes the inclusive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based decision making. This course provides an application of sports analytics and builds quantitative skills with application software. Students will learn the use of different data analysis software to support decision-making in the presence of sports industry constraints, and will develop predictive capabilities using regression models, machine learning, data mining, and forecasting techniques.

Repeatability: This course may not be repeated for additional credits.

SRM 5251. Introduction to Sport Analytics. 3 Credit Hours.

The class will discuss the theory, development, and application of analytics in sport. Students will learn about the application of analytics in sport for purposes of evaluating player performance, team management, market segmentation, pricing, and other areas in sport industry operations. Analytics includes the inclusive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based decision making. Analytic methods are employed to gain insights on team and player production, human resource practices, and game management. Additionally, quantitative methods are used to analyze pricing, advertising, promotions, and other sport business decisions. Many new techniques and methods to communicate analytical results are emerging and will be a factor in this new area of sport analytics.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of B- in (STAT 5001 (may be taken concurrently) or STHM 5111 (may be taken concurrently))

SRM 5252. Sport for Development. 3 Credit Hours.

In grassroots development and peace promotions, sport is used in an extremely wide range of situations - whether as an integrated tool in short-term emergency human aid activities, or in long-term development cooperation projects on local, regional, or global scales. This course explores the role sport plays as a promoter of social integration and economic development in different geographical, cultural, and political contexts.

Repeatability: This course may not be repeated for additional credits.

SRM 5253. Applied Sport Analytics. 3 Credit Hours.

This course is an applied analytics course where students will learn common analytics concepts standard in the sport industry as well as the tools to help analyze these concepts. Many of the questions this course will address will not have clear answers. The course seeks to enable students to practice analytics-based decision making skills to create a well-supported argument rather than attempting to identify what is correct.

Repeatability: This course may not be repeated for additional credits.

SRM 5254. Advanced Sport Data Analysis and Visualization. 3 Credit Hours.

This course will focus on learning the common technical skills required to be a successful data analyst in the sport industry. Students will learn how to use advanced data analytics software to deliver efficient, impactful insights when faced with problems related to the sport industry. Students will also be exposed to common data visualization and management tools.

Repeatability: This course may not be repeated for additional credits.

SRM 5255. The Sport Workplace. 3 Credit Hours.

This course focuses on the basic functions of management and the strategic challenges confronting firms that compete in the global economy within the sport and recreation industry. It provides students a forum in which to apply and integrate management and strategic theories, practices and skills in a global environment, and across all types of organizations including public, private, and voluntary. The course focuses on specific elements of the workplace that are distinctive within the sport industry, such as the role of affect and organizational climate. Career opportunities and industry labor statistics are introduced in depth to allow a full view of the broad sport industry.

Repeatability: This course may not be repeated for additional credits.

SRM 5256. Professional Portfolio in Sport Analytics. 3 Credit Hours.

The professional portfolio is a capstone course that provides students within the Sport Analytics concentration with an opportunity to demonstrate achievement in sport analytics. The course is a true culminating experience where students synthesize learning from previous coursework in the concentration. Students will be required to conduct independent data analyses and share their work with the broader sport analytics community.

Repeatability: This course may not be repeated for additional credits.

SRM 5285. Graduate Internship in Sport and Recreation. 3 Credit Hours.

The Graduate Internship experience represents a practical industry experience for students in the MS program. A minimum of 3 credit hours is required for all students, regardless of concentration. The Graduate Internship utilizes a field placement with emphasis on acquisition and application of practical skills. One hundred and eighty contact hours will take place in cooperation between the student and an agency, under supervision of both the University internship coordinator and the agency-designated supervisor.

Repeatability: This course may be repeated for additional credit.