

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.