

# Sport and Recreation Management (SRM)

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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 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.