

Sport and Recreation Management (SRM)

Courses

SRM 1211. Sport and Society. 3 Credit Hours.

This course is an introduction to the nature, scope, and significance of the total field of sport and recreation management. The course will address the benefits of sport and recreation, the problem areas facing sport and recreation management, the socio-cultural dimensions of sport and recreation as they relate to sport and recreation management, the relationship between sport and recreation behavior and the natural environment, the evolution of the sport and recreation management profession, the institutional basis for the sport and recreation movement in the United States, the governance of sport, career opportunities in sport and recreation management, professional organizations, the roles of professional sport and recreation managers, ethical behavior and ethical codes in sport and recreation management, and current issues and trends in sport and recreation.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Pre Business, Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

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

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.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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

Pre-requisites:

(BA 2104|Minimum Grade of C-|May not be taken concurrently)

AND (ACCT 2101|Minimum Grade of C-|May not be taken concurrently)

OR ACCT 2501|Minimum Grade of C-|May not be taken concurrently

OR ACCT 2901|Minimum Grade of C-|May not be taken concurrently)

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.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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

Pre-requisites:

BA 2104|Minimum Grade of C-|May not be taken concurrently.

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.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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

Pre-requisites:

HRM 1101|Minimum Grade of C-|May not be taken concurrently
OR HRM 1901|Minimum Grade of C-|May not be taken concurrently.

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.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: May not be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

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.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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

Pre-requisites:

ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently.

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.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

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.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

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.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

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.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

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.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

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.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

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.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

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.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Course Attributes: WI

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

Pre-requisites:

MKTG 2101|Minimum Grade of C-|May not be taken concurrently

OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

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.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Co-requisites: STHM 4112.

Course Attributes: WI

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

Pre-requisites:

SRM 3296|Minimum Grade of C-|May not be taken concurrently.