

Sport and Recreation Management BS

Overview

The **Bachelor of Science in Sport and Recreation Management** prepares students interested in sport and recreation careers in the private/commercial sector, public recreation and park agencies, professional sports, interscholastic/intercollegiate athletics, youth sport agencies, voluntary agencies, campus services, armed forces, and corporate/industrial settings.

Students may complete one of the following **optional concentrations**:

- Esports
- Event Management
- Governance and Policy
- Sport and Recreation Promotion

Campus Location: Main

Program Code: TH-SPRM-BS

Accelerated Program

B.S. in Sport and Recreation Management/M.S. in Sport Business

Leadership and Contact Information

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These requirements are for students who matriculated in academic year 2023-2024. Students who matriculated prior to fall 2023 should refer to the Archives to view the requirements for their Bulletin year.

University Requirements

All new students are required to complete the University's General Education (GenEd) curriculum (35-36 credits).

School of Sport, Tourism & Hospitality Management Foundation Requirements

All students must earn a C- or higher in all courses required in the School of Sport, Tourism and Hospitality Management (STHM) curriculum.

Code	Title	Credit Hours
STHM 1113	Foundations of Experience Design and Management	3
STHM 2001	Career Exploration and Development Seminar	1
STHM 2114	Leisure and Tourism for a Diverse Society	3
STHM 3185	Internship I (180 Hours)	3
STHM 4112	Senior Professional Development Seminar	3
STHM 4185	Internship II (600 Hours) ¹	6-12
Total Credit Hours		19-25

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Students selecting the six-credit version of STHM 4185 Internship II must also take six credits of major electives at the 3000 level or higher or may repeat STHM 4185 for six credits in a final term. CSS and CSPD approval are required if students want to repeat STHM 4185.

Designated Writing Intensive Courses

All Temple students must take a minimum of two writing-intensive courses. The specific writing-intensive courses required for this major are as follows:

Code	Title	Credit Hours
SRM 3296	Marketing Management in Sport and Recreation	3
SRM 4296	Current and Ethical Issues in Sport and Recreation Management	3

Major Requirements

Code	Title	Credit Hours
SRM 1211	Sport, Entertainment and Society	3
SRM 2212	Law and Ethics in Sport and Recreation	3
SRM 2213	Budget and Finance Systems in Sport and Recreation	3
SRM 2217	Research in Sport and Recreation	3
SRM 3211	Management in Sport and Recreation	3
SRM 3216	Economics of Sport and Recreation	3
SRM 3218	Organizational Strategy in Sport and Recreation	3
SRM 3296	Marketing Management in Sport and Recreation	3
SRM 4296	Current and Ethical Issues in Sport and Recreation Management	3
Total Credit Hours		27

Major Management Electives (12 Credits Required)

All students are required to take a minimum of 12 Major Management Elective (MME) credits from SRM or STHM subject codes. As part of the 12 credit MME requirement, students may opt to earn a concentration from the offerings below. To have a **Concentration designation** on a transcript, students must **declare the concentration through the STHM Center for Student Services (CSS) process** and follow the requirements below.

Two concentrations, Governance & Policy and Sport & Recreation Promotion, require 9 credits of specified coursework with one additional MME course of the students choosing, for a total of 12 credits. The Event Management and the Esports concentrations both require all four courses/12 credits specified below.

Note: If students select the six-credit option for STHM 4185 Internship II, then they must take an additional six credits of major coursework at the 3000 level or above or repeat STHM 4185 for an additional six credits (CSS and CSPD approvals required).

Optional Sport and Recreation Management Concentrations (9 Credits Required)

Governance and Policy Concentration Requirements

Code	Title	Credit Hours
Select three of the following:		9
SRM 3215	Stadium/Arena Design and Management	
SRM 3221	Athletics Administration	
SRM 3222	Global Sport Management	
SRM 3225	Recreation and Leisure Service Management	
SRM 3233	Esports Management and Industry Trends	

Sport and Recreation Promotion Concentration Requirements

Code	Title	Credit Hours
Select three of the following:		9
SRM 3224	Media and Communications in Sport and Recreation	

SRM 3226	Consumer Behavior in Sport and Recreation
SRM 3227	Advanced Marketing for Sport and Recreation
SRM 3228	Sales Management in Sport and Recreation
SRM 3233	Esports Management and Industry Trends

Event Management Concentration Requirements - All Four Courses Required

Code	Title	Credit Hours
STHM 2401	Foundations of Event and Entertainment Management	3
STHM 3425	Event and Entertainment Operations	3
STHM 3428	Event and Entertainment Revenues	3
STHM 4415	The Event Experience	3

Esports Concentration Requirements - All Four Courses Required

Code	Title	Credit Hours
SRM 3233	Esports Management and Industry Trends	3
SRM 3234	Esports: Legal and Ethical Challenges	3
SRM 3235	Esports Social Media Management and Fan Engagement	3
SRM 3236	Esports Revenue Production	3

Fox School of Business & Management Requirements

Code	Title	Credit Hours
ACCT 2501	Survey of Accounting	3
Select one of the following:		1
STHM 1115	Foundations of Excel for Sport and Tourism	
BA 2104	Excel for Business Applications	
ECON 1101	Macroeconomic Principles	3
MKTG 2101	Marketing Management	3
HRM 1101	Leadership and Organizational Management	3
Total Credit Hours		13

These four classes, with the exception of BA 2104, complete the required lower-division courses of the Business Minor.

School of Sport, Tourism & Hospitality Management Non-Credit Requirements

Code	Title	Credit Hours
Industry-Related Experience (Minimum 250 hours of participation required prior to STHM 4112).		
Students are encouraged to join an STHM student professional organizations (SPOs) and maintain active membership in the organization.		

Free Electives (12 Credits)

Students must take 12 credits of Free Electives. In some cases, this number may vary to meet the 124 credits required for graduation. Students can use these Free Elective credits to take any courses at Temple University. (Please contact the STHM Center for Student Services [CSS] for additional information.)

Options

Fox School of Business and Management Minors and Certificates

Go to Fox School of Business and Management's Programs list to find Business minors and certificates. See Fox School of Business Academic Advisor.

Suggested Academic Plan

Bachelor of Science in Sport and Recreation Management

Suggested Plan for New Students Starting in the 2023-2024 Academic Year

Year 1		
Fall		Credit Hours
STHM 1113	Foundations of Experience Design and Management	3
HRM 1101	Leadership and Organizational Management	3
ENG 0802	Analytical Reading and Writing	4
or ENG 0812	or Analytical Reading and Writing: ESL	
or ENG 0902	or Honors Writing About Literature	
GenEd Quantitative Literacy Course ^{GQ}		4
Credit Hours		14
Spring		
SRM 1211	Sport, Entertainment and Society	3
ECON 1101	Macroeconomic Principles	3
Select one of the following:		1
STHM 1115	Foundations of Excel for Sport and Tourism	
BA 2104	Excel for Business Applications	
IH 0851	Intellectual Heritage I: The Good Life	3
or IH 0951	or Honors Intellectual Heritage I: The Good Life	
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		16
Year 2		
Fall		
SRM 2217	Research in Sport and Recreation	3
STHM 2114	Leisure and Tourism for a Diverse Society	3
ACCT 2501	Survey of Accounting	3
IH 0852	Intellectual Heritage II: The Common Good	3
or IH 0952	or Honors Intellectual Heritage II: The Common Good	
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		18
Spring		
SRM 2212	Law and Ethics in Sport and Recreation	3
SRM 2213	Budget and Finance Systems in Sport and Recreation	3
MKTG 2101	Marketing Management	3
STHM 2001	Career Exploration and Development Seminar	1
GenEd Breadth Course		3
Free Elective 1		3
Credit Hours		16
Year 3		
Fall		
STHM 3185	Internship I	3
SRM 3211	Management in Sport and Recreation	3
SRM 3216	Economics of Sport and Recreation	3
GenEd Breadth Course		3
Free Elective 2		3
Credit Hours		15
Spring		
SRM 3296	Marketing Management in Sport and Recreation	3

SRM 3218	Organizational Strategy in Sport and Recreation	3
SRM Major Management Elective 1		3
GenEd Breadth Course		3
Free Elective 3		3
Credit Hours		15
Year 4		
Fall		
STHM 4112	Senior Professional Development Seminar	3
SRM 4296	Current and Ethical Issues in Sport and Recreation Management	3
SRM Major Management Elective 2		3
SRM Major Management Elective 3		3
SRM Major Management Elective 4		3
Credit Hours		15
Spring		
STHM 4185	Internship II ¹	6-12
Free Elective 4 ²		3
SRM Major Management Elective 5 ¹		3-0
SRM Major Management Elective 6 ¹		3-0
Credit Hours		15
Total Credit Hours		124

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If students select the 6-credit option of STHM 4185, then they must select an additional six credits of major electives at the 3000 level or above or repeat STHM 4185 for an additional six credits (CSS and CSPD permission required).

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If a student takes a 4-credit GenEd Arts course, s/he will be 1 credit over the required 124 total needed to graduate. This total number would then equal 125 credits.

This additional credit will be applied to the Free Elective area, thus reducing the needed Free Electives from 12 to 11 credits.

Please consult your assigned STHM academic advisor.