



BS in Recreation & Sport Management
NEW CURRICULUM – REVISED CORE COURSE DESCRIPTIONS

RESM 2003. Professional Foundations of Recreation and Sport Management. 3 Hours.

Introduction to basic personal and professional development skills needed to pursue professional careers in the recreation and sport industry. Topics include communication, networking, Microsoft Office applications, problem solving, research methods, diversity, ethics, and strategies to explore practical experiences.

Prerequisite: RESM major or instructor consent.

RESM 2011. Recreation and Sport Management Practicum. 1 Hour.

Students are assigned to assist in recreation and sport programs for exposure to organizational structure, services, and programming. Students may take 1-2 hours per semester; each credit hour is a 45-hour experience. Students must complete 2 different experiences before internship. May be repeated for up to 2 hours of degree credit.

Prerequisite: RESM 2003.

RESM 2023. Recreation and Sport Management Fundamentals. 3 Hours.

Introduction to the historical and philosophical development of recreation and sport. Students also explore current issues facing recreation and sport organizations. A description of career opportunities in recreation and sport will be presented with special interest in helping the student design a course of study that best meets his/her goals.

Prerequisite: RESM major or instructor consent.

RESM 3843. Recreation and Sport Facility and Event Management. 3 Hours.

Exploration of issues facing facility and event managers through class discussion and site visits. Topics include event conceptualization, bidding, budgeting, sponsorship, marketing, media relation, promotion, staffing, and event day management. Students will also tour recreation and sport facilities.

Prerequisite: None.

RESM 3873. Law and Risk for Recreation and Sport Management. 3 Hours.

In-depth look at risk management and related legal issues affecting recreation and sport administration. Topics include negligence, contract law, antitrust, labor law, intellectual property, and risk management.

Prerequisite: RESM 2023 or Junior standing.

RESM 3883. Recreation and Sport Marketing and Public Relations. 3 Hours.

Overview of the principles and practices of promotions and marketing in the recreation and sport industry. Topics include sport marketing planning, market segmentation and identification of the target market, marketing mix, public relations, and sponsorship.

Prerequisite: RESM 2023.



RESM 3___. Recreation & Sport Revenue Generation. 3 Hours.

Exploration of the fundamentals and current issues related to sales and corporate partnership strategies in the recreation and sport industry. Fundraising and grant writing in the context of recreation and collegiate athletics is also discussed.

Prerequisite: RESM 2023.

RESM 3___. Recreation & Sport Finance & Business Analytics. 3 Hours.

Overview of fundamental financial topics relevant to the recreation and sport industry. Topics include budgeting, time value of money, financial statements, ratio analysis, data fluency, and evaluation.

Prerequisite: RESM 2023.

RESM 340V. Internship. 12 Hours.

This experiential based course requires up to 40 hours per week of work in an approved agency for a full semester. Students may take 6 hours (225 hours) in two different semesters or 12 hours (450 hours) in a single semester.

Prerequisite: RESM 2003, RESM 3873 and two hours of RESM 2011.

RESM 4013. Contemporary Issues in Recreation and Sport. 3 Hours.

Discussion of selected topics and review of current literature in the recreation and sport field. Analysis of current trends and professional issues are emphasized.

Prerequisite: RESM 2023 and Junior Standing.

RESM 4413. Advanced Professional Foundations. 3 Hours.

Course will assist students in preparation of resumes; provide opportunities for interview practice; the development of job search and application skills, as well as other requisites for entering the professional workforce.

Prerequisite: RESM 2023 and Junior Standing.