## Sport and Recreation Management (BS)

Total Required Hours 48 (27 Foundation, 12 Concentration, 9 Field Experience)

### Foundation Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:1060</td>
<td>Contemporary Issues in Sports</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3157</td>
<td>Managerial Operations in Sport and Recreation</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3175</td>
<td>Sales in Sport</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3178</td>
<td>Communications and Public Relations in Sports</td>
<td>3</td>
</tr>
</tbody>
</table>

Students must have completed 30 s.h. Prior to enroll in the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:3151</td>
<td>Liability in Sport and Recreation</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3152</td>
<td>Design/Management of Sport and Recreation Facilities</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3153</td>
<td>Sport Business Practices</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3158</td>
<td>Sport and Recreation Promotion</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3172</td>
<td>Finance in Sport and Recreation</td>
<td>3</td>
</tr>
</tbody>
</table>

**It is advisable not to take SRM:3151, 3153, or 3172 or a combination of them within the same semester**

### Concentration Areas

Students must complete 12 s.h. in one of the following concentration areas: Business Studies; Coaching and Sport Instruction; Communications Public Relations/Journalism; Entrepreneurship; Event management; Sport and Diversity; Interscholastic Athletic/Activities Administration, or choose to design their own concentration with approval of advisor and faculty. Some of these courses below have prerequisites; students must complete all of a course's prerequisites before they may register for the course. Prerequisites do not count towards the fulfillment of concentration. Concentrations are listed on following pages. Students who wish to fulfill the requirements for a certificate or minor may do so but are strongly encouraged to complete a different concentration area. No more than 6 hours of overlap may occur between concentrations, certificates and/or minors.

### Field Experience

Students are required to complete 9 s.h. of field experience and must obtain prior approval from the Director of Field Experience.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:4197</td>
<td>Sport and Recreation Field Experience</td>
<td>1-9</td>
</tr>
</tbody>
</table>

Field experience includes both guided and independent options. Faculty who set learning objectives and outcomes with partner organizations lead guided experience sections. Independent experience is student initiated with an approved sport or recreation affiliated organization. Students are required to complete a total of 9 s.h. of field experience (guided and/or independent) and must obtain prior approval from the director of field experience before performing any independent field experience for academic credit. Both guided and independent field experience credit is based on 45 hours of field experience for each semester hour earned. Contact Anna Jensen for details: anna-jensen@uiowa.edu
### BUSINESS STUDIES CONCENTRATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:1072</td>
<td>Leisure and the Liberal Arts</td>
<td>3</td>
</tr>
<tr>
<td>SRM:1085</td>
<td>Introduction to Travel and Tourism</td>
<td>3</td>
</tr>
<tr>
<td>SRM:2065</td>
<td>The Experience Economy</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3148</td>
<td>Interscholastic Activities and Athletics Administration</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3200</td>
<td>Topics in Sport and Recreation Mgt: The politics of Sports</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3300</td>
<td>Writing for Sport and Recreation Managers</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3700</td>
<td>Ethics in Sport</td>
<td>3</td>
</tr>
<tr>
<td>SRM:4198</td>
<td>NCAA Rules Compliance and Enforcement</td>
<td>3</td>
</tr>
<tr>
<td>ACCT:2100</td>
<td>Introduction to Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT:2200</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ARTS:1070</td>
<td>Elements of Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>CCP:1301</td>
<td>Communication for the Workplace</td>
<td>1</td>
</tr>
<tr>
<td>CNW:3640</td>
<td>Writing for Business and Industry: Prepare for the “Real World”</td>
<td>3</td>
</tr>
<tr>
<td>ECON:1100</td>
<td>Principles of Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ECON:1200</td>
<td>Principles of Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ECON:3690</td>
<td>Sports Economics</td>
<td>3</td>
</tr>
<tr>
<td>FIN:3000</td>
<td>Introductory Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5240</td>
<td>Digital Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>MSCI:1500</td>
<td>Business Computing Essentials</td>
<td>2</td>
</tr>
<tr>
<td>MGMT:2000</td>
<td>Introduction to Law</td>
<td>3</td>
</tr>
<tr>
<td>MGMT:2100</td>
<td>Introduction to Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT:3050</td>
<td>Professional Preparation for Management</td>
<td>1</td>
</tr>
<tr>
<td>RHET:2085</td>
<td>Speaking Skills</td>
<td>3</td>
</tr>
</tbody>
</table>

### COACHING AND SPORT INSTRUCTION CONCENTRATION

Students who earn the Interscholastic Athletic/Activities Administration certificate, a 21 s.h. program and complete the Coaching and Sport Instruction concentration may count no more than 6 s.h. earned from that concentration area toward the certificate. However, two courses, SRM:3149 Coaching Theory, Body Structure, and Human Development and SRM:3155 Prevention and Care of Athletic Injuries for Coaches, are excluded from the 6 s.h. double-count rule.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:1045</td>
<td>Diversity/Inclusion in Healthy Living</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3020</td>
<td>Nutrition in Health and Performance</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3146</td>
<td>Sport Officiating Rules/Theories/Issues</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3148</td>
<td>Interscholastic Activities and Athletics Administration</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3149</td>
<td>Coaching Theory, Body Structure, and Human Development</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3155</td>
<td>Prevention and Care of Athletic Injuries for Coaches</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3300</td>
<td>Writing for Sport and Recreation Managers</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3700</td>
<td>Ethics in Sport</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3800</td>
<td>Sport Law for Interscholastic AD</td>
<td>3</td>
</tr>
<tr>
<td>SRM:4198</td>
<td>NCAA Rules Compliance and Enforcement</td>
<td>3</td>
</tr>
<tr>
<td>ARTS:1070</td>
<td>Elements of Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>ATEP:2030</td>
<td>Basic Athletic Training</td>
<td>3</td>
</tr>
<tr>
<td>CCP:1301</td>
<td>Communication for the Workplace</td>
<td>1</td>
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<thead>
<tr>
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<tr>
<td>HHP:1007</td>
<td>Basic CPR</td>
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<td>HHP:1100</td>
<td>Human Anatomy</td>
<td>3</td>
</tr>
<tr>
<td>HHP:2130</td>
<td>Human Development Through the Life Span</td>
<td>3</td>
</tr>
<tr>
<td>HHP:2200</td>
<td>Physical Activity and Health</td>
<td>3</td>
</tr>
<tr>
<td>HHP:3300</td>
<td>Human Growth and Motor Development</td>
<td>3</td>
</tr>
<tr>
<td>HHP:3400</td>
<td>Applied Exercise Physiology</td>
<td>3</td>
</tr>
<tr>
<td>EDTL:3114</td>
<td>Parent-Child Relationships</td>
<td>3</td>
</tr>
<tr>
<td>EDTL:3131</td>
<td>Movement Education</td>
<td>2</td>
</tr>
<tr>
<td>EPLS:4200</td>
<td>Diversity and Inclusion in Athletics</td>
<td>3</td>
</tr>
<tr>
<td>RHET:2085</td>
<td>Speaking Skills</td>
<td>3</td>
</tr>
</tbody>
</table>

**COACHING CERTIFICATION PROCESS**

University of Iowa students can become authorized to coach K-12 school-sponsored athletics in the state of Iowa by taking the following two courses. These courses prepare students for statewide coaching authorization application only; students must take these courses and can opt to apply for certification as part of the course work.

- SRM:3149 Coaching Theory, Body Structure, and Human Development: 3 s.h.
- SRM:3155 Prevention and Care of Athletic Injuries for Coaches: 3 s.h.

**INTERSCHOLASTIC ATHLETIC/ACTIVITIES ADMINISTRATION CONCENTRATION**

Students who wish to earn the Certificate in Interscholastic Athletic/Activities Administration and complete their 12 s.h. concentration area in Interscholastic Athletic/Activities Administration may count no more than 6 s.h. earned from the concentration area toward their certificate.

All of these (9 s.h.):
- SRM:3148 Interscholastic Activities and Athletics Administration: 3 s.h.
- SRM:3800 Sport Law for Interscholastic Athletic Directors: 3 s.h.
- EPLS:4200 Diversity and Inclusion in Athletics: 3 s.h.

At least one of these (3 s.h.):
- SRM:1045 Health for Living: 3 s.h.
- SRM:2065 The Experience Economy: 3 s.h.
- SRM:3020 Nutrition in Health and Performance: 3 s.h.
- SRM:3146 Sport Officiating Rules/Theories/Issues: 3 s.h.
- SRM:3147 Sport Event Management: 3 s.h.
- SRM:3149 Coaching Theory, Body Structure, and Human Development (this course and SRM:3155 together allow students to apply for state of Iowa coaching authorization): 3 s.h.
- SRM:3155 Prevention and Care of Athletic Injuries for Coaches (this course and SRM:3149 together allow students to apply for state of Iowa coaching authorization): 3 s.h.
- SRM:3176 Sports Analytics for Coaches, Managers, and Other Decision Makers: 3 s.h.
- SRM:3200 Topics in Sport and Recreation Mgt: The politics of Sports: 3 s.h.
- SRM:3300 Writing for Sport and Recreation Managers: 3 s.h.
- SRM:3700 Ethics in Sport: 3 s.h.
- ARTS:1070 Elements of Graphic Design: 3 s.h.
- COMM:1819 Organizational Leadership: 3 s.h.
- EDTL:3114 Parent-Child Relationships: 3 s.h.
- EDTL:4940 Characteristics of Disabilities: 3 s.h.
- EPLS:4180 Human Relations for the Classroom Teacher: 3 s.h.

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### INTERSCHOLASTIC ATHLETIC/AD CONCENTRATION CONTINUED

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<tbody>
<tr>
<td>EPLS:6201</td>
<td>Foundations of School Administration</td>
<td>3</td>
</tr>
<tr>
<td>HHP:2500</td>
<td>Psychological Aspects of Sport and Physical Activity</td>
<td>3</td>
</tr>
<tr>
<td>JMC:2200</td>
<td>Principles of Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5240</td>
<td>Digital Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>PSQF:1075</td>
<td>Educational Psychology and Measurement</td>
<td>3</td>
</tr>
<tr>
<td>PSQF:4134</td>
<td>Parent-Teacher Communication (cross listed as EDTL:4934)</td>
<td>3</td>
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<tr>
<td>RHET:2085</td>
<td>Speaking Skills</td>
<td>3</td>
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</table>

### COMMUNICATIONS AND PUBLIC RELATIONS/JOURNALISM CONCENTRATION

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>SRM:1072</td>
<td>Leisure and the Liberal Arts</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3148</td>
<td>Interscholastic Activities and Athletics Administration</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3200</td>
<td>Topics in Sport and Recreation Mgt: The politics of Sports</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3300</td>
<td>Writing for Sport and Recreation Managers</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3700</td>
<td>Ethics in Sport</td>
<td>3</td>
</tr>
<tr>
<td>SRM:4198</td>
<td>NCAA Rules Compliance and Enforcement</td>
<td>3</td>
</tr>
<tr>
<td>ARTS:1070</td>
<td>Elements of Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1816</td>
<td>Business and Professional Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1818</td>
<td>Communication Skills for Leadership</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1819</td>
<td>Organizational Leadership</td>
<td>2-3</td>
</tr>
<tr>
<td>COMM:2064</td>
<td>Media, Advertising, and Society</td>
<td>3</td>
</tr>
<tr>
<td>CNW:3640</td>
<td>Writing for Business and Industry: Prepare for the “Real World”</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1100</td>
<td>Media Uses and Effects</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1200</td>
<td>Media History and Culture</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1500</td>
<td>Social Media Today</td>
<td>3</td>
</tr>
<tr>
<td>JMC:2200</td>
<td>Principles of Strategic Communication</td>
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<tr>
<td>JMC:3135</td>
<td>New Media and the Future of Sport</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3181</td>
<td>The Business of Sport Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3182</td>
<td>Sport, Scandal, and Strategic Communication in Media Culture</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3190</td>
<td>Classics of Sports Journalism: From Jack London to Grantland</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3400</td>
<td>Specialized Reporting and Writing</td>
<td>4</td>
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<tr>
<td>JMC:3412</td>
<td>Strategic Communication Writing</td>
<td>4</td>
</tr>
<tr>
<td>JMC:3413</td>
<td>Sports Writing (requires department approval prior to registration)</td>
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</tr>
<tr>
<td>JMC:5240</td>
<td>Digital Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>RHET:2085</td>
<td>Speaking Skills</td>
<td>3</td>
</tr>
<tr>
<td>SPST:3911</td>
<td>Sport Since 9/11</td>
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### ENTREPRENEURSHIP CONCENTRATION


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<th>Course Title</th>
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<tbody>
<tr>
<td>SRM:1085</td>
<td>Introduction to Travel and Tourism</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3148</td>
<td>Interscholastic Activities and Athletics Administration</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3300</td>
<td>Writing for Sport and Recreation Managers</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3700</td>
<td>Ethics in Sport</td>
<td>3</td>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:3800</td>
<td>Sport Law for Interscholastic AD</td>
<td>3</td>
</tr>
<tr>
<td>ARTS:1070</td>
<td>Elements of Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1818</td>
<td>Communication Skills for Leadership</td>
<td>3</td>
</tr>
<tr>
<td>CNW:3640</td>
<td>Writing for Business and Industry: Prepare for the “Real World”</td>
<td>3</td>
</tr>
<tr>
<td>ECON:1100</td>
<td>Principles of Microeconomics</td>
<td>4</td>
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<tr>
<td>ECON:1200</td>
<td>Principles of Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ECON:3690</td>
<td>Sports Economics</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:1350</td>
<td>Foundations in Entrepreneurship</td>
<td>2</td>
</tr>
<tr>
<td>ENTR:2000</td>
<td>Entrepreneurship and Innovation</td>
<td>3</td>
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<tr>
<td>ENTR:3100</td>
<td>Entrepreneurial Finance</td>
<td>3</td>
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<tr>
<td>ENTR:3200</td>
<td>Entrepreneurial Marketing</td>
<td>3</td>
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<tr>
<td>ENTR:3300</td>
<td>Legal Aspects of Entrepreneurship</td>
<td>3</td>
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<tr>
<td>ENTR:3400</td>
<td>Strategic Management of Technology and Innovation</td>
<td>3</td>
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<tr>
<td>ENTR:3500</td>
<td>Social Entrepreneurship</td>
<td>3</td>
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<tr>
<td>ENTR:3595</td>
<td>Nonprofit Organizational Effectiveness I</td>
<td>3</td>
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<td>ENTR:3600</td>
<td>E-Commerce Strategies for Entrepreneurs</td>
<td>3</td>
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<tr>
<td>ENTR:4400</td>
<td>Managing the Growth Business</td>
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</tr>
<tr>
<td>ENTR:4450</td>
<td>Professional Sports Management</td>
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<tr>
<td>MGMT:3050</td>
<td>Professional Preparation for Management</td>
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</tr>
<tr>
<td>MSCi:1500</td>
<td>Business Computing Essentials</td>
<td>2</td>
</tr>
<tr>
<td>RHET:2085</td>
<td>Speaking Skills</td>
<td>3</td>
</tr>
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</table>

**EVENT MANAGEMENT CONCENTRATION**

Students who wish to earn the certificate in Event Planning and complete their 12 s.h. concentration area in Event Management may count no more than 6 s.h. earned from the concentration area toward their certificate.

Both of these:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>SRM:3147</td>
<td>Sport Event Management</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3154</td>
<td>Foundations of Event Management</td>
<td>3</td>
</tr>
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</table>

At least 6 s.h. from these:

<table>
<thead>
<tr>
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<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>SRM:1072</td>
<td>Leisure and the Liberal Arts</td>
<td>3</td>
</tr>
<tr>
<td>SRM:1085</td>
<td>Introduction to Travel and Tourism</td>
<td>3</td>
</tr>
<tr>
<td>SRM:2065</td>
<td>The Experience Economy</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3146</td>
<td>Sport Officiating Rules/Theories/Issues</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3148</td>
<td>Interscholastic Activities and Athletics Administration</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3300</td>
<td>Writing for Sport and Recreation Managers</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3700</td>
<td>Ethics in Sport</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3800</td>
<td>Sport Law for Interscholastic AD</td>
<td>3</td>
</tr>
<tr>
<td>ARTS:1070</td>
<td>Elements of Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>BUS:3800</td>
<td>Business Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1809</td>
<td>Social Marketing Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1816</td>
<td>Business and Professional Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1818</td>
<td>Communication Skills for Leadership</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1819</td>
<td>Organizational Leadership</td>
<td>2-3</td>
</tr>
<tr>
<td>ENTR:2000</td>
<td>Entrepreneurship and Innovation</td>
<td>3</td>
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<tr>
<td>ENTR:3500</td>
<td>Social Entrepreneurship</td>
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<tr>
<td>ENTR:3600</td>
<td>E-Commerce Strategies for Entrepreneurs</td>
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</table>
EVENT MANAGEMENT CONCENTRATION CONTINUED

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ENTR:4450</td>
<td>Professional Sports Management</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1500</td>
<td>Social Media Today</td>
<td>3</td>
</tr>
<tr>
<td>JMC:2200</td>
<td>Principles of Strategic Communication</td>
<td>3</td>
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<tr>
<td>JMC:3100</td>
<td>Fundraising and Philanthropy Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3181</td>
<td>The Business of Sport Communication</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:3000</td>
<td>Introduction to Marketing Strategy</td>
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<tr>
<td>MKTG:4275</td>
<td>Social Media Marketing</td>
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</table>

SPORT AND DIVERSITY CONCENTRATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>SRM:1045</td>
<td>Diversity/Inclusion in Healthy Living</td>
<td>3</td>
</tr>
<tr>
<td>SRM:1072</td>
<td>Leisure and the Liberal Arts</td>
<td>3</td>
</tr>
<tr>
<td>SRM:1085</td>
<td>Introduction to Travel and Tourism</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3148</td>
<td>Interscholastic Activities and Athletics Administration</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3200</td>
<td>Topics in Sport and Recreation Mgt: The Politics of Sports</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3300</td>
<td>Writing for Sport and Recreation Managers</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3700</td>
<td>Ethics in Sport</td>
<td>3</td>
</tr>
<tr>
<td>HHP:2500</td>
<td>Psychological Aspects of Sport and Physical Activity</td>
<td>3</td>
</tr>
<tr>
<td>TR:1070</td>
<td>Perspectives on Leisure and Play</td>
<td>3</td>
</tr>
<tr>
<td>AFAM:1030</td>
<td>Introduction to African American Society</td>
<td>3</td>
</tr>
<tr>
<td>AFAM:3925</td>
<td>African Americans and the Media</td>
<td>3</td>
</tr>
<tr>
<td>ANTH:1401</td>
<td>Language, Culture, and Communication</td>
<td>3</td>
</tr>
<tr>
<td>CLSA:1875</td>
<td>Ancient Sports and Leisure</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1174</td>
<td>Media and Society</td>
<td>3</td>
</tr>
<tr>
<td>EPLS:4200</td>
<td>Diversity and Inclusion in Athletics</td>
<td>3</td>
</tr>
<tr>
<td>HIST:1040</td>
<td>Diversity in History</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1200</td>
<td>Media History and Culture</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3125</td>
<td>Media and Consumers</td>
<td>3</td>
</tr>
<tr>
<td>RELS:2700</td>
<td>Sacred World of Native Americans (cross listed as AINS:2700)</td>
<td>3</td>
</tr>
<tr>
<td>RHET:2085</td>
<td>Speaking Skills</td>
<td>3</td>
</tr>
<tr>
<td>SPAN:2700</td>
<td>Introduction to Latin American Studies</td>
<td>3</td>
</tr>
<tr>
<td>SPST:1074</td>
<td>Inequality in American Sport (cross listed as AMST:1074/GWSS:1074)</td>
<td>3</td>
</tr>
<tr>
<td>SPST:3911</td>
<td>Sports Since 9/11</td>
<td>3</td>
</tr>
</tbody>
</table>

STUDENT-DESIGNED CONCENTRATION

If a student wishes to develop a concentration area focused on a specialized area that is not covered by an existing concentration area outlined above, the student must consult with an advisor in the Sport and Recreation Management program. After consultation, the student must submit a written proposal to the Sport and Recreation Management program director for approval. The proposal should provide a rationale for, and description of, the student-designed concentration, including proposed courses. The proposal must be submitted to the director and approved before the start of the semester in which the student wishes to use the concentration for graduation. The concentration requires at least 12 s.h. of course work. Self-designed concentrations may not include course work that was used to complete general education or field experience requirements.
CERTIFICATE FOR INTERSCHOLASTIC ATHLETIC/ACTIVITY DIRECTOR

Students who earn the Certificate in Interscholastic Athletic/Activities Administration and the major in Sport and Recreation Management with a Coaching and Sport Instruction concentration may count no more than 6 s.h. earned from that concentration area toward the certificate. However, two courses, SRM:3149 Coaching Theory, Body Structure, and Human Development and SRM:3155 Prevention and Care of Athletic Injuries for Coaches, are excluded from the 6 s.h. double-count rule.

**CORE COURSES**

All of these:

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>SRM:3148</td>
<td>Interscholastic Activities and Athletics Administration</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3700</td>
<td>Ethics in Sport</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3800</td>
<td>Sport Law for Interscholastic Athletic Directors</td>
<td>3</td>
</tr>
<tr>
<td>EPLS:4200</td>
<td>Diversity and Inclusion in Athletics</td>
<td>3</td>
</tr>
</tbody>
</table>

**Field Experience**

Field experience is essential to completion of the National Interscholastic Athletic Administrators Association (NIAAA) requirements for first-level certification as a registered athletic administrator (RAA). Students must complete the following course (3 s.h.) with an approved partner and oversight from the Office of Field Experience (sport and recreation management) in the Department of Health and Human Physiology.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:4197</td>
<td>Sport and Recreation Field Experience</td>
<td>3</td>
</tr>
</tbody>
</table>

**Electives**

Students select a minimum of 6 s.h. from the following.

<table>
<thead>
<tr>
<th>Course Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>SRM:1045</td>
<td>Diversity/Inclusion in Healthy Living</td>
<td>3</td>
</tr>
<tr>
<td>SRM:2065</td>
<td>The Experience Economy</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3020</td>
<td>Nutrition in Health and Performance (cross listed as INTD:3027)</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3147</td>
<td>Sport Event Management</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3146</td>
<td>Sport Officiating Rules/Theories/Issues</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3149</td>
<td>Coaching Theory, Body Structure, and Human Development (this course and SRM:3155 together allow students to apply for state of Iowa coaching authorization)</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3155</td>
<td>Prevention and Care of Athletic Injuries for Coaches (this course and SRM:3149 together allow students to apply for state of Iowa coaching authorization)</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3176</td>
<td>Sports Analytics for Coaches, Managers, and Other Decision Makers</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3200</td>
<td>Topics in Sport and Recreation Mgt: The Politics of Sports</td>
<td>3</td>
</tr>
<tr>
<td>ARTS:1070</td>
<td>Elements of Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1819</td>
<td>Organizational Leadership</td>
<td>2-3</td>
</tr>
<tr>
<td>EDTL:3114</td>
<td>Parent-Child Relationships</td>
<td>3</td>
</tr>
<tr>
<td>EDTL:4940</td>
<td>Characteristics of Disabilities</td>
<td>3</td>
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<tr>
<td>EPLS:4180</td>
<td>Human Relations for the Classroom Teacher</td>
<td>3</td>
</tr>
<tr>
<td>EPLS:6201</td>
<td>Foundations of School Administration</td>
<td>3</td>
</tr>
<tr>
<td>HHP:2500</td>
<td>Psychological Aspects of Sport and Physical Activity</td>
<td>3</td>
</tr>
<tr>
<td>JMC:2200</td>
<td>Principles of Strategic Communication</td>
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<tr>
<td>JMC:5240</td>
<td>Digital Strategic Communication</td>
<td>3</td>
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<tr>
<td>PSQF:1075</td>
<td>Educational Psychology and Measurement</td>
<td>3</td>
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<tr>
<td>PSQF:4134</td>
<td>Parent-Teacher Communication (Cross listed as EDTL:4934)</td>
<td>3</td>
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<tr>
<td>RHET:2085</td>
<td>Speaking Skills</td>
<td>3</td>
</tr>
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</table>