



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

FOUNDATION COURSES

SRM:1060	Contemporary Issues in Sports	3
SRM:3157	Managerial Operations in Sport and Recreation	3
SRM:3175	Sales in Sport	3
SRM:3178	Communications and Public Relations in Sports	3
Students must have completed 30 s.h. Prior to enroll in the following:		
SRM:3151	Liability in Sport and Recreation	3
SRM:3152	Design/Management of Sport and Recreation Facilities	3
SRM:3153	Sport Business Practices	3
SRM:3158	Sport and Recreation Promotion	3
SRM:3172	Finance in Sport and Recreation	3

****It is advisable not to take SRM:3151or 3172 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.

SRM:4197, 4196	Sport and Recreation Field Experience and/or Interscholastic Athletic Administration Field Experience	1-9
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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 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

SRM:1072	Leisure and the Liberal Arts	3
SRM:1085	Introduction to Travel and Tourism	3
SRM:2065	The Experience Economy	3
SRM:3148	Interscholastic Activities and Athletics Administration	3
SRM:3150	Recreation Administration	3
SRM:3200	Topics in Sport and Recreation Mgt	3
SRM:3210	Event Bidding:Processes and Strategies	3
SRM:3300	Writing for Sport and Recreation Managers	3
SRM:3700	Ethics in Sport	3
SRM:4198	NCAA Rules Compliance and Enforcement	3
ACCT:2200	Managerial Accounting	3
AFAM:2079	Race and Ethnicity in Sport	3
ARTS:1070	Elements of Graphic Design	3
CCP:1301	Communication for the Workplace	1
CNW:3640	Writing for Business	3
ECON:1100	Principles of Microeconomics	4
ECON:1200	Principles of Macroeconomics	4
ECON:3690	Sports Economics	3
FIN:3000	Introductory Financial Management	3
JMC:3100	Fundraising and Philanthropy Communication	3
JMC:3530	Social Media Marketing	3
JMC:3720	Nonprofit and Fundraising Communication	3
MSCI:1500	Business Computing Essentials	2
MGMT:2000	Introduction to Law	3
MGMT:2100	Introduction to Management	3
MGMT:3050	Professional Preparation for Management	1
RHET:2085	Speaking Skills	3

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.

SRM:1045	Diversity/Inclusion in Healthy Living	3
SRM:3020	Nutrition in Health and Performance (cross listed as INTD:3027)	3
SRM:3146	Sport Officiating Rules/Theories/Issues	3
SRM:3148	Interscholastic Activities and Athletics Administration	3
SRM:3149	Coaching Theory, Body Structure, and Human Development	3
SRM:3150	Recreation Administration	3
SRM:3155	Prevention and Care of Athletic Injuries for Coaches	3
SRM:3210	Event Bidding:Processes and Strategies	3
SRM:3300	Writing for Sport and Recreation Managers	3
SRM:3700	Ethics in Sport	3
SRM:3800	Sport Law for Interscholastic AD	3
SRM:4198	NCAA Rules Compliance and Enforcement	3

AFAM:2079	Race and Ethnicity in Sport	3
ARTS:1070	Elements of Graphic Design	3
ATEP:2030	Basic Athletic Training	3
CCP:1301	Communication for the Workplace	1
HPAS:1007	Basic CPR	1
HPAS:1008	Basic First Aid	1
HHP:1100	Human Anatomy	3
HHP:2130	Human Development Through the Life Span	3
HHP:2200	Physical Activity and Health	3
HHP:3300	Human Growth and Motor Development	3
HHP:3400	Applied Exercise Physiology	3
EDTL:3114	Parent-Child Relationships	3
EDTL:3131	Movement Education	2
EPLS:4200	Diversity and Inclusion in Athletics (Fall only)	3
RHET:2085	Speaking Skills	3

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
SRM:3155	Prevention and Care of Athletic Injuries for Coaches	3

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
SRM:3800	Sport Law for Interscholastic Athletic Directors	3
EPLS:4200	Diversity and Inclusion in Athletics (Fall only)	3
At least one of these (3 s.h.):		
SRM:1045	Diversity/Inclusion in Healthy Living	3
SRM:2065	The Experience Economy	3
SRM:3020	Nutrition in Health and Performance (cross listed as INTD:3027)	3
SRM:3146	Sport Officiating Rules/Theories/Issues	3
SRM:3147	Sport Event Management	3
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
SRM:3150	Recreation Administration	3
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
SRM:3176	Sports Analytics for Coaches, Managers, and Other Decision Makers	3
SRM:3200	Topics in Sport and Recreation Mgt	3
SRM:3210	Event Bidding: Processes and Strategies	3
SRM:3300	Writing for Sport and Recreation Managers	3
SRM:3700	Ethics in Sport	3

AFAM:2079	Race and Ethnicity in Sport	3
ARTS:1070	Elements of Graphic Design	3
COMM:1819	Organizational Leadership	2-3
EDTL:3114	Parent-Child Relationships	3
EDTL:4940	Characteristics of Disabilities	3
EPLS:4180	Human Relations for the Classroom Teacher	3
EPLS:6201	Foundations of School Administration	3
HHP:2500	Psychological Aspects of Sport and Physical Activity	3
JMC:1300	Principles of Strategic Communication	3
JMC:3530	Social Media Marketing	3
JMC:3720	Nonprofit and Fundraising Communication	3
PSQF:1075	Educational Psychology and Measurement	3
PSQF:4134	Parent-Teacher Communication (cross listed as EDTL:4934)	3
RHET:2085	Speaking Skills	3

COMMUNICATIONS AND PUBLIC RELATIONS/JOURNALISM CONCENTRATION*

SRM:1072	Leisure and the Liberal Arts	3
SRM:3148	Interscholastic Activities and Athletics Administration	3
SRM:3150	Recreation Administration	3
SRM:3200	Topics in Sport and Recreation Mgt	3
SRM:3210	Event Bidding: Processes and Strategies	3
SRM:3300	Writing for Sport and Recreation Managers	3
SRM:3700	Ethics in Sport	3
SRM:4198	NCAA Rules Compliance and Enforcement	3
AFAM:2079	Race and Ethnicity in Sport	3
ARTS:1070	Elements of Graphic Design	3
COMM:1816	Business and Professional Communication	3
COMM:1818	Communication Skills for Leadership	3
COMM:1819	Organizational Leadership	2-3
COMM:2064	Media, Advertising, and Society	3
CNW:3640	Writing for Business	3
*JMC:1100	Media Uses and Effects	3
*JMC:1200	Media History and Culture	3
JMC:1300	Principles of Strategic Communication	3
*JMC:1500	Social Media Today	3
JMC:3100	Fundraising and Philanthropy Communication	3
*JMC:3135	New Media and the Future of Sport	3
*JMC:3182	Sport, Scandal, and Strategic Communication in Media Culture	3
*JMC:3190	Classics of Sports Journalism: From Jack London to Grantland	3
*JMC:3412	Strategic Communication Writing	4
JMC:3530	Social Media Marketing	3
JMC:3540	The Business of Sport Communication (Cross listed as SPST:3181)	3
JMC:3720	Nonprofit and Fundraising Communication	3
RHET:2085	Speaking Skills	3
SPST:3911	Sport Since 9/11	3

ENTREPRENEURSHIP CONCENTRATION

Students who choose ENTR:1350 Foundations in Entrepreneurship must register for ENTR:2000 Entrepreneurship and Innovation during the same semester if they have not taken ACCT:2100 Introduction to Financial Accounting and MKTG:3000 Introduction to Marketing Strategy.

SRM:1085	Introduction to Travel and Tourism	3
SRM:3148	Interscholastic Activities and Athletics Administration	3
SRM:3150	Recreation Administration	3
SRM:3210	Event Bidding: Processes and Strategies	3
SRM:3300	Writing for Sport and Recreation Managers	3
SRM:3700	Ethics in Sport	3
ARTS:1070	Elements of Graphic Design	3
AFAM:2079	Race and Ethnicity in Sport	3
COMM:1818	Communication Skills for Leadership	3
CNW:3640	Writing for Business	3
ECON:1100	Principles of Microeconomics	4
ECON:1200	Principles of Macroeconomics	4
ECON:3690	Sports Economics	3
ENTR:1350	Foundations in Entrepreneurship	2
ENTR:2000	Entrepreneurship and Innovation	3
ENTR:3100	Entrepreneurial Finance	3
ENTR:3200	Entrepreneurial Marketing	3
ENTR:3300	Legal Aspects of Entrepreneurship	3
ENTR:3400	Strategic Management of Technology and Innovation	3
ENTR:3500	Social Entrepreneurship	3
ENTR:3595	Nonprofit Organizational Effectiveness I	3
ENTR:3600	E-Commerce Strategies for Entrepreneurs	3
ENTR:4400	Managing the Growth Business	3
ENTR:4450	Professional Sports Management	3
JMC:3100	Fundraising and Philanthropy Communication	3
JMC:3530	Social Media Marketing	3
MGMT:3050	Professional Preparation for Management	1
MSCI:1500	Business Computing Essentials	2
RHET:2085	Speaking Skills	3

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:		
SRM:3147	Sport Event Management	3
SRM:3154	Foundations of Event Management (Fall only)	3
At least 6 s.h. from these:		
SRM:1072	Leisure and the Liberal Arts	3
SRM:1085	Introduction to Travel and Tourism	3
SRM:2065	The Experience Economy	3
SRM:3146	Sport Officiating Rules/Theories/Issues	3
SRM:3148	Interscholastic Activities and Athletics Administration	3

SRM:3150	Recreation Administration	3
SRM:3200	Topics in Sport and Recreation Mgt	3
SRM:3210	Event Bidding: Processes and Strategies	3
SRM:3300	Writing for Sport and Recreation Managers	3
SRM:3700	Ethics in Sport	3
SRM:3800	Sport Law for Interscholastic AD	3
AFAM:2079	Race and Ethnicity in Sport	3
ARTS:1070	Elements of Graphic Design	3
BUS:3800	Business Writing	3
COMM:1809	Social Marketing Campaigns	3
COMM:1816	Business and Professional Communication	3
COMM:1818	Communication Skills for Leadership	3
COMM:1819	Organizational Leadership	2-3
ENTR:2000	Entrepreneurship and Innovation	3
ENTR:3500	Social Entrepreneurship	3
ENTR:3600	E-Commerce Strategies for Entrepreneurs	3
ENTR:4450	Professional Sports Management	3
JMC:1300	Principles of Strategic Communication	3
JMC:1500	Social Media Today	3
JMC:3100	Fundraising and Philanthropy Communication	3
JMC:3530	Social Media Marketing	3
JMC:3540	The Business of Sport Communication	3
JMC:3720	Nonprofit and fundraising Communication	3
MKTG:3000	Introduction to Marketing Strategy	3

SPORT AND DIVERSITY CONCENTRATION

SRM:1045	Diversity/Inclusion in Healthy Living	3
SRM:1072	Leisure and the Liberal Arts	3
SRM:1085	Introduction to Travel and Tourism	3
SRM:3148	Interscholastic Activities and Athletics Administration	3
SRM:3150	Recreation Administration	3
SRM:3200	Topics in Sport and Recreation Mgt	3
SRM:3210	Event Bidding: Processes and Strategies	3
SRM:3300	Writing for Sport and Recreation Managers	3
SRM:3700	Ethics in Sport	3
HHP:2500	Psychological Aspects of Sport and Physical Activity	3
TR:1070	Perspectives on Leisure and Play	3
AFAM:1030	Introduction to African American Society	3
AFAM:2079	Race and Ethnicity in Sport	3
AFAM:3925	African Americans and the Media	3
ANTH:1401	Language, Culture, and Communication	3
CLSA:1875	Ancient Sports and Leisure	3
COMM:1174	Media and Society	3
EPLS:4200	Diversity and Inclusion in Athletics	3
HIST:1040	Diversity in History	3
JMC:1200	Media History and Culture	3

JMC:3125	Media and Consumers	3
RELS:2700	Sacred World of Native Americans (cross listed as AINS:2700)	3
RHET:2085	Speaking Skills	3
RUSS:2110	Russian Sports	3
SPAN:2700	Introduction to Latin American Studies	3
SPST:1074	Inequality in American Sport (cross listed as AMST:1074/GWSS:1074)	3
SPST:3911	Sports Since 9/11	3

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:

SRM:3148	Interscholastic Activities and Athletics Administration	3
SRM:3700	Ethics in Sport	3
SRM:3800	Sport Law for Interscholastic Athletic Directors	3
EPLS:4200	Diversity and Inclusion in Athletics (Fall only)	3

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.

SRM:4196	Interscholastic Athletic Administration Field Experience	3
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Electives

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

SRM:1045	Diversity/Inclusion in Healthy Living	3
SRM:2065	The Experience Economy	3
SRM:3020	Nutrition in Health and Performance (cross listed as INTD:3027)	3
SRM:3147	Sport Event Management	3
SRM:3146	Sport Officiating Rules/Theories/Issues	3
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
SRM:3150	Recreation Administration	3
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
SRM:3176	Sports Analytics for Coaches, Managers, and Other Decision Makers	3
SRM:3200	Topics in Sport and Recreation Mgt	3
SRM:3210	Event Bidding: Processes and Strategies	3
ARTS:1070	Elements of Graphic Design	3
COMM:1819	Organizational Leadership	2-3
EDTL:3114	Parent-Child Relationships	3
EDTL:4940	Characteristics of Disabilities	3
EPLS:4180	Human Relations for the Classroom Teacher	3
EPLS:6201	Foundations of School Administration	3
HHP:2500	Psychological Aspects of Sport and Physical Activity	3
JMC:1300	Principles of Strategic Communication	3
JMC:3530	Social Media Marketing	3
JMC:5240	Digital Strategic Communication	3
PSQF:1075	Educational Psychology and Measurement	3
PSQF:4134	Parent-Teacher Communication (Cross listed as EDTL:4934)	3
RHET:2085	Speaking Skills	3