Background and Rationale

In the spring of 2014 the Board of Regents reviewed and accepted the program name change to Sport and Recreation Management (SRM). The minor in Leisure Studies was dropped in Fall 14 due to the program name change. Students majoring in SRM increased from about 100 in Fall 2011 to almost 450 in Fall of 2014. The SRM has received a number of requests from CLAS and College of Business students for a minor. Three actions have enabled the SRM to support students requesting a minor. (1) Required SRM courses have two sections in regular session that can register 40 to 90 students. (2) By Spring 2015, most if not all of the foundation SRM courses will have an EXW delivery. Many of the popular SRM elective courses will also have an EXW option. (3) The SRM has developed diverse field experience opportunities. Students minoring in SRM can be included in field experience courses.

Students pursuing a minor will be required to complete 15 semester hours in SRM courses, 12 of which must be 3000 level or higher. Students pursuing a minor will work with a SRM faculty advisor to construct an academic plan. The academic plan is drawn from 17 SRM courses. Academic plans for minors will be overseen by the SRM undergraduate committee. Students may transfer courses. But, transfer courses must be approved by the SRM committee.

The minor will enable students to attain a broad perspective of sports and recreation management careers, or to focus on a specific area of interest, for example, event management, sports analytics, sports journalism, sports retail, and athletic administration. Professional employment in the area of sport and recreation management often requires a business management, finance, marketing background and communications. The SRM curriculum was designed to emphasize organizational management, information management, and general management tasks that include such tasks as public speaking and community relations. The SRM advisor will help students construct an academic plan for a minor that draws from both their degree major and be SRM courses. This plan will include the option for field experiences.
Curriculum Outline for the Minor

The minor in Sport and Recreation Management requires 15 semester hours, 12 of which must be 3000 level or higher. The LEIS program designation will be changed to SRM effective Spring 15. Students will select five courses from the following:

- SRM: 1060 Contemporary Issue in Sport 3 SH
- SRM: 2065 The Experience Economy 3 SH
- SRM: 3147 Sport Event Management 3 SH
- SRM: 3150 Recreation Administration 3 SH
- SRM: 3151 Liability in Recreation and Sport 3 SH
- SRM: 3152 Sport and Recreation Facility Design 3 SH
- SRM: 3153 Sport Business Practices 3 SH
- SRM: 3154 Foundations of Event Management 3 SH
- SRM: 3156 Design Sport and Recreation Facilities 3 SH
- SRM: 3157 Managerial Operations in Sport 3 SH
- SRM: 3158 Recreation and Sport Promotion 3 SH
- SRM: 3172 Finance in Sport and Recreation 3 SH
- SRM: 3175 Business Development and Sales in Sport 3 SH
- SRM: 3176 Sports Analytics 3 SH
- SRM: 3178 Communications/Public Relations in Sport 3 SH
- SRM: 4198 NCAA Rules and Enforcement 3 SH
- SRM: 4197 Recreation and Sport Business Practicum 3 SH

Additional Staff Resources

None. The SRM will be able to open five seats for on campus foundation courses. EXW courses are more flexible for including non-SRM majors. Elective SRM courses are open to non-majors.

Summary

- The minor requires a minimum of 15 semester hours. Twelve of the hours must be 3000 level or higher. Students will have an assigned SRM faculty advisor. Student and advisor will construct an academic plan. The SRM undergraduate committee will oversee student minors. Transfer courses must be approved by the SRM committee.
The following courses have two sections in fall and spring: SRM:3151, SRM:3152, SRM:3153, SRM:3154, SRM:3156, SRM:3157, SRM:3158, SRM:3172, SRM:3175, and SRM:3178. The remaining courses are offered once in Fall and Spring. Several SRM courses are offered in summer session.

The SRM is projecting about 10 students minoring each year. Thus, the five year projection is 50 students.

Students majoring in other Health and Human Physiology (HHP) programs are eligible for a minor in SRM. The SRM does not have a shared required course work with other HHP programs. Students majoring in Sports Studies are eligible to minor in SRM. Sports Studies is in American Studies and not HHP. Sports Studies does not offer course work that is similar to the 17 courses identified for a SRM minor.

Students must maintain a cumulative G.P.A. of at least a 2.00 in all UI courses and a G.P.A. of 2.00 in all courses completed within the minor. Course work in the minor cannot be taken Pass/Non-pass.

No additional resources will be needed. We offer two sections of each foundation course. EXW courses will enable more students to take SRM courses. Selection of five SRM courses from a list of 17 courses will facilitate course access and design of an academic plan that meets student interest.

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Course Descriptions

**SRM:1060  Contemporary Issue in Sport  3 SH**
Basic philosophical, historical, scientific foundations and developments; function, settings of organized recreation

**SRM:2065  The Experience Economy  3 SH**
Introduction to emerging experience economy; just as manufacturing sector of economy supersedes agriculture and service economy supersedes manufacturing, how experience economy is now gaining ascendancy as the last, best hope for future economic growth; critical analysis of experience economy with discussion of ways in which experience economy may offer green, moral, and humane alternatives to previous stages of economic development; new opportunities for travel and tourism, sports settings, recreation and wellness services, possible applications in education and helping professions.
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<td>Design Sport and Recreation Facilities</td>
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**SRM: 3147  Sport Event Management  3 SH**
Current status, challenges, and opportunities in sporting event industry; sporting event planning, budgeting, marketing, sponsorship, and evaluation; development of event timelines and event management skills; introduction to networking and interaction with sporting events.

**SRM: 3150  Recreation Administration  3 SH**
Personnel, finance, budgets, liability, marketing.

**SRM: 3151  Liability in Recreation and Sport  3 SH**
Unintentional torts (negligence), civil liability, and criminal liability in recreation and sport settings; focus on community/commercial recreation and campus recreation settings.

**SRM: 3152  Sport and Recreation Facility Design  3 SH**
Facilities management, personnel assignment and evaluation, fee structures, maintenance, programming, compliance with regulations and standards.

**SRM: 3153  Sport Business Practices  3 SH**
Basic management skills for profit-based recreation and sport businesses; operations, business plans, organizational behavior, risk management, inventory, purchasing, marketing.

**SRM: 3154  Foundations of Event Management  3 SH**
Large, major special events, professional meetings, and conferences; development and planning, implementation of events, management and evaluation of events; development requirements of planning events, development strategies, budgeting, staffing requirements, resource allocation, site planning, basic risk management requirements, emergency procedures; event implementation policy and procedures; relationship to elements within development stages; event management and evaluation procedures.

**SRM: 3156  Design Sport and Recreation Facilities  3 SH**
Horticulture, floriculture, landscape design, agronomy, turf management; their relation to planning and design of recreation and park areas and facilities.
SRM: 3157  Managerial Operations in Sport  
3 SH
Introduction to the operation of a private or nonprofit sport-related business.

SRM: 3158  Recreation and Sport Promotion  
3 SH
Foundations and principles of recreation sport promotion and sales operation; application of foundations and principles to sport and recreation industries; historical aspects; current and future trends of sport and recreation management as it relates to sales and promotions; sales management, marketing, financial/economic, legal, and ethical principles related to sport management.

SRM: 3172  Finance in Sport and Recreation  
3 SH
Capital funding and revenue acquisition for funding public and private sport and leisure service organizations; contemporary sport and leisure service; financial and economic issues.

SRM: 3175  Business Development and Sales in Sport  
3 SH
Fundamentals of business development and sales management; incentivizing sports consumers, direct and indirect sales strategies, brand communications, atmospherics, technology in sports sales, ticket sales, licensing products, negotiating sports sponsorships, and brand building.

SRM: 3176  Sports Analytics  
3 SH
Data management, analytic models, and information systems; how sports analytics are used to make decisions for structuring athletic departments, develop in-game competitive strategies, and improve player performance; analytic examples applied to professional sports, college sports, high school sports, and fantasy sports; experience with statistics or computer science not required.

SRM: 3178  Communications/Public Relations in Sport  
3 SH
How public relations is used to promote service products, demonstrate social responsibility, and communicate with consumers and investors; campaigns, customer service, legal and ethical considerations in promoting service products, media events, information services, public relations in strategic management, atmospherics, critical service moment, social media.

SRM: 4198  NCAA Rules and Enforcement  
3 SH
Rules that govern NCAA athletics, rules compliance function on campuses of member institutions, and enforcement of rules by NCAA; essential legislation in NCAA Manual, including bylaws covering recruiting, eligibility, and amateurism; history of NCAA as
related to organization's current structure and activities; capstone experience includes attendance at NCAA Regional Rules Seminar in Indiana and participation in educational sessions conducted by NCAA staff.

**SRM: 4197    Recreation and Sport Business Practicum    3 SH**

Educational opportunity involving a small group of students in a unique sport business experience; students serve as consultants for a sport or recreation organization; in-class preparation prior to off-campus work with designated agency; sport or recreation enterprise vary according to faculty expertise and agency availability.