Sport and Recreation Management Courses (Health and Human Physiology) (SRM)

This is a list of sport and recreation management courses. For more information, see Health and Human Physiology.

SRM:1000 First-Year Seminar  1 s.h.
Small discussion class taught by a faculty member; topics chosen by instructor; may include outside activities (e.g., films, lectures, readings, visits to research facilities).

SRM:1045 Diversity and Inclusion in Healthy Living  3 s.h.
Personal health strategies; information and empowerment; application-based work, including creating a family health pedigree or individual health portfolio; discussion of current health ethics topics; subjects may include nutrition, sleep, stress, physical fitness, relationships, injury prevention, prenatal health, vaccination, cancer, infectious diseases, global health, and more. GE: Diversity and Inclusion.

SRM:1060 Contemporary Issues in Sports  3 s.h.
Basic philosophical, historical, scientific foundations and developments; function, settings of organized recreation.

SRM:1072 Leisure and the Liberal Arts  3 s.h.
Integration of the ideal of a liberal education with worthy, meaningful use of free time in contemporary society; classic writings in the humanities. GE: Values and Culture.

SRM:1085 Introduction to Travel and Tourism  3 s.h.
Nature, scope, and significance of fields of travel and tourism: their histories, theories and philosophies, current trends, issues and challenges; critical analysis of current travel and tourism practices; green alternatives that are more sustainable and in keeping with values the field of leisure studies has long placed on active participation and local, community development.

SRM:2065 The Experience Economy  3 s.h.
Introduction to emerging experience economy; just as manufacturing sector of economy supersedes agriculture and service economy supersedes manufacturing, how experience economy is now gaining ascendency 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.

SRM:3020 Nutrition in Health and Performance  3 s.h.
Effects of exercise and nutrition on health- and sports-related fitness; for professionals in health and physical education. Same as INTD:3027.

SRM:3146 Sports Officiating: Rules, Theories, and Issues  3 s.h.
Fundamental principles of officiating sports at all levels; supervision and management of officials for sport and recreation administrators; rules and mechanics of sports officiating, general qualifications to be a sports official, philosophy of officiating, teaching and evaluation methods for officials, and application of principles through officiating intramural sports.

SRM:3147 Sport Event Management  3 s.h.
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. Recommendations: SRM:3154.

SRM:3148 Interscholastic Activities and Athletics Administration  3 s.h.
Survey of activities administration foundations including philosophy, leadership, professional programs and activities administration principles, strategies and methods; understanding of the techniques and theory of coaching concepts and strategies for interscholastic budget and concepts and strategies for interscholastic fundraising; basics of assessment and evaluation of interscholastic athletic programs and personnel, dealing with challenging personalities, and administration of professional growth programs for interscholastic personnel.

SRM:3149 Coaching Theory, Body Structure, and Human Development  3 s.h.
Comprehensive introduction to the coaching profession and obtaining a coaching license in the state of Iowa; ethics, licensing, and body development.

SRM:3150 Recreation Administration  3 s.h.
Personnel, finance, budgets, liability, marketing.

SRM:3151 Liability in Sport and Recreation  3 s.h.
Unintentional torts (negligence), civil liability, and criminal liability in recreation and sport settings; focus on community/commercial recreation and campus recreation settings. Requirements: must have 30 s.h. completed.

SRM:3152 Design and Management of Sport and Recreation Facilities  3 s.h.
Facilities management, personnel assignment and evaluation, fee structures, maintenance, programming, compliance with regulations and standards. Requirements: must have 30 s.h. completed.

SRM:3153 Sport Business Practices  3 s.h.
Business of professional and intercollegiate athletics including league, team, and player-level issues; revenue generation and distribution; competitive balance issues; sport league structure strategies; business behind intercollegiate athletics and challenges facing NCAA structure; negotiation. Requirements: must have 30 s.h. completed.

SRM:3154 Foundations of Event Management  3 s.h.
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.
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>SRM:3155</td>
<td>Prevention and Care of Athletic Injuries for Coaches</td>
<td>3 s.h.</td>
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<tr>
<td>SRM:3156</td>
<td>Design of Recreation Facilities</td>
<td>3 s.h.</td>
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<td>SRM:3157</td>
<td>Managerial Operations in Sport and Recreation</td>
<td>3 s.h.</td>
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<td>SRM:3158</td>
<td>Sport and Recreation Promotion</td>
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<td>SRM:3159</td>
<td>Horticulture, floriculture, landscape design, agronomy, turf management</td>
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<td>SRM:3160</td>
<td>Recreation promotion</td>
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<td>SRM:3161</td>
<td>Principles of recreation sport promotion and sales operation</td>
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<td>SRM:3162</td>
<td>Capital funding and revenue acquisition</td>
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<td>SRM:3163</td>
<td>Sales in Sport</td>
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<td>SRM:3164</td>
<td>Sports Analytics for Coaches, Managers, and Other Decision Makers</td>
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<td>SRM:3165</td>
<td>Data management, analytic models, and information systems</td>
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<td>SRM:3166</td>
<td>How public relations is used to promote service products</td>
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<td>SRM:3167</td>
<td>Communications and Public Relations in Sports</td>
<td>3 s.h.</td>
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<td>SRM:3168</td>
<td>Exploration of various issues shaping the future of sport and recreation</td>
<td>3 s.h.</td>
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<td>SRM:3169</td>
<td>Topics in Sport and Recreation Management</td>
<td>3 s.h.</td>
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<td>SRM:3170</td>
<td>Event Bidding: Processes and Strategies</td>
<td>3 s.h.</td>
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<td>SRM:3171</td>
<td>NCAA Rules Compliance and Enforcement</td>
<td>3 s.h.</td>
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Comprehensive introduction to the sports world in relation to obtaining a coaching license in the state of Iowa in regards to first aid, injury prevention, and care.

Horticulture, floriculture, landscape design, agronomy, turf management; their relation to planning and design of recreation and park areas and facilities. Requirements: must have 30 s.h. completed.

Introduction to the operation of a private or nonprofit sport-related business.

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. Requirements: must have 30 s.h. completed.

Capital funding and revenue acquisition for funding public and private sport and leisure service organizations; contemporary sport and leisure service; financial and economic issues. Requirements: 30 s.h. completed.

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. Recommendations: health and human physiology major.

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.

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. Recommendations: health and human physiology major.

Exploration of various issues shaping the future of sport and recreation industries; in-depth focus on a specific topic within sport or recreation utilizing the expertise of the instructor.

Event rights holders—such as the International Olympic Committee (IOC) and the National Collegiate Athletic Association (NCAA)—use a competitive bid process to select a location, venue, and host committee to plan and execute their sport events; non-sport organizations also use the bidding process to select hosts for exhibitions, conferences, and workshops; students learn the processes and strategies used by event rights holders and event hosts in event bidding process.

Ethical development and decision making processes in the sport and recreation industry including personal development, educational focused programming, and other types of ethics-based program development.

Part of the Interscholastic Athletic Director certificate; content includes sport unintentional torts, intentional torts, constitution, legislation, and risk management.

Orientation to internship process. Requirements: sport and recreation management major.

Students discover their unique writing style and routine; areas of weakness in writing process; necessary tools to become more efficient, clear, and effective writers; discussion, practice, and review of important writing skills; writing skills of diverse professional situations; proper mechanics of persuasive, informative, and factual writing; styles applied to document formats (e.g., press releases, résumés, cover letters, emails, memos, marketing messages, interviews, crisis management); guest speakers provide unique expertise and insight; student-centered, workshop format.

Ethical development and decision making processes in the sport and recreation industry including personal development, educational focused programming, and other types of ethics-based program development.

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; summer session capstone experience includes attendance at NCAA Regional Rules Seminar in Indiana and participation in educational sessions conducted by NCAA staff.
SRM:5065 The Economy of Experience 3 s.h.
In-depth analysis of emerging experience economy; just as manufacturing sector of economy supersedes agriculture and service economy supersedes manufacturing, how experience economy is gaining ascendancy as the last, best hope for future economic growth; exploration of current research in positive psychology and sociologist findings on evolution of post-materialist values as related to experience economy; evaluation of current trends; critical analysis and theory development; case studies; original research and investigation of novel marketing possibilities and experience design.

SRM:5200 Historical and Philosophical Perspectives on Leisure 3 s.h.
Historical and philosophical origins of leisure studies; historical issues related to leisure ideas, such as shorter hours, share-the-work, utopian vision of a better society.

SRM:6251 Risk Management 3 s.h.
Legal knowledge necessary for effective management of sport, recreation, and physical activity programs, avoidance of legal problems; strategies for addressing issues such as right to participate, liability for injuries, risk management; legal statutes that govern sport, health, recreation organizations.

SRM:6252 Economics and Financing 3 s.h.
Economic issues for sport/leisure services in nonprofit, private/commercial, and public sectors; strategic financial analysis for the nonfinancial manager; principles, issues in financing sport/leisure organizations.

SRM:6253 Sport Administration 3 s.h.
Overview of various segments that constitutes the role and function of a sport administrator (i.e., planning, organizing, leading, controlling); focus on ways in which sport administrators and their subsequent organizations influence and are influenced by the link between sport and globalization; sport administration encompassing services provided within an organizational context; administration viewed as the coordination of production and distribution of those services.

SRM:6254 Marketing and Sport Promotion 3 s.h.
Overview of varied segments that constitutes sports business practice, including marketing, data-based marketing, sales, promotion, sponsorship; varied segments that make up the sport industry, including the mass media, infrastructure, stadium building, consumer behavior; readings and discussions consider the development and structure of each segment, interactions between segments, planning, policy implications; focus on the United States, professional team sports, comparisons to other sports.

SRM:6255 Capstone Project 3 s.h.
Development of a project applying expertise acquired through required course work to an area of interest fitting student's career ambitions; includes final presentation to a faculty committee and written paper to support the presentation.
Prerequisites: SRM:5065 and SRM:6251 and SRM:6252 and SRM:6253 and SRM:6254.