Sport and Recreation Management, B.S.

Learning Outcomes

Students with a B.S. in sport and recreation management will be able to:

- demonstrate knowledge of foundational sport and recreation management principles;
- apply and analyze financial, human resource and facility management principles; marketing, communications and sales strategies; and legal concepts to the sport and recreation industries;
- evaluate and explore career paths in the sport and recreation industries to identify where individual student strengths and interests will thrive;
- acquire knowledge in a concentration area within sport or recreation unique to individual student career objectives;
- express ideas clearly, logically, and persuasively in both oral and written formats; and
- demonstrate critical thinking; effective research methods; and teamwork, project management, and presentation principles to unique sport and recreation organization business challenges.

Requirements

The Bachelor of Science with a major in sport and recreation management requires a minimum of 120 s.h., including 48 s.h. of work for the major (27 s.h. in sport and recreation management, 12 s.h. in a concentration area, and 9 s.h. in field experience). Students must maintain a g.p.a. of at least 2.00 in all courses for the major and in all UI courses for the major. They also must complete the College of Liberal Arts and Sciences GE CLAS Core.

The Bachelor of Science in sport and recreation management prepares students to make meaningful contributions to the sport and recreation industry at all levels and broaden their understanding and appreciation of the sport and recreation industry.

The curriculum challenges students to think critically and creatively while developing analytical, rhetorical, and research abilities that are required for leadership positions in the sport and recreation industry. Moreover, the program emphasizes and provides experiential learning opportunities for a student’s application of concepts and skills in professional settings to enhance learning and development.

Students who major in sport and recreation management may not earn the minor in sport and recreation management.

Online Degree Option

The Department of Health and Human Physiology offers an online B.S. degree in sport and recreation management. The online program enables students to complete their B.S. degree from anywhere in the world. For more information, see Online B.S. Degree in Sport and Recreation Management on the Department of Health and Human Physiology website, or contact the Department of Health and Human Physiology directly.

Degree Requirements

The B.S. with a major in sport and recreation management requires the following course work.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Foundation Courses</strong></td>
<td>27</td>
</tr>
<tr>
<td></td>
<td><strong>Field Experience</strong></td>
<td>9</td>
</tr>
<tr>
<td></td>
<td><strong>Concentration Area Courses</strong></td>
<td>12</td>
</tr>
<tr>
<td></td>
<td><strong>Total Hours</strong></td>
<td>48</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Foundation Courses</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All of these:</td>
<td></td>
</tr>
<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. before they enroll in the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</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 and 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>

Field Experience

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. See Independent Field Experience on the Department of Health and Human Physiology website, or contact the Department of Health and Human Physiology directly.

Field experience includes both guided and independent options. Guided experience sections are led by faculty who set learning objectives and outcomes with partner organizations. Courses have regular meeting times and faculty oversee and evaluate student engagement, participation, and completion.

Independent experience is student initiated with an approved sport or recreation affiliated organization, such as an internship. In consultation with the faculty and organization, a student sets the learning objectives for the duration of the experience. Faculty communicates with each student and site supervisor to evaluate student engagement, participation, and completion.

Both guided and independent field experience credit is based on 45 hours of field experience for each semester hour earned.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:4196</td>
<td>Interscholastic Athletic Administration Field Experience</td>
<td>3</td>
</tr>
</tbody>
</table>
Concentration Areas

Students must complete 12 s.h. in one of the following concentration areas: business studies; coaching and sport instruction; communications and public relations/journalism; entrepreneurship; event management; interscholastic athletic/activities administration; and sport and diversity; or the student-designed concentration that allows students to design their own concentration with approval of their 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 toward the concentration course work.

- Business Studies [p. 2]
- Coaching and Sport Instruction [p. 2]
- Communications and Public Relations/Journalism [p. 3]
- Entrepreneurship [p. 4]
- Event Management [p. 4]
- Interscholastic Athletic/Activities Administration [p. 3]
- Sport and Diversity [p. 5]
- Student-Designed [p. 5]

Business Studies Concentration

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</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:3150</td>
<td>Recreation Administration</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3200</td>
<td>Topics in Sport and Recreation Management</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3210</td>
<td>Event Bidding: Processes and Strategies</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>AFAM:2079/SPST:2079</td>
<td>Race and Ethnicity in Sport</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</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:3530</td>
<td>Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3720</td>
<td>Nonprofit and Fundraising Communication</td>
<td>3</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>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>
</tbody>
</table>

Coaching and Sport Instruction Concentration

In addition to the 12 s.h. concentration area requirement, students also may choose to complete the Certificate in Interscholastic Athletic/Activities Administration, a 21 s.h. program.

Students who wish to earn the certificate and complete their 12 s.h. concentration area in coaching and sport instruction may count no more than 6 s.h. earned from the 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>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:1045</td>
<td>Diversity and Inclusion in Healthy Living</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3020/INTD:3027</td>
<td>Nutrition in Health and Performance</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3146</td>
<td>Sports Officiating: Rules, Theories, and 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:3150</td>
<td>Recreation Administration</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:3210</td>
<td>Event Bidding: Processes and Strategies</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 Athletic Directors</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>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>
</tr>
<tr>
<td>HHP:1100</td>
<td>Human Anatomy</td>
<td>3</td>
</tr>
<tr>
<td>HHP:2130</td>
<td>Human Development</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>
</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 their course work.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<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>
</tbody>
</table>

Interscholastic Athletic/Activities Administration Concentration

In addition to the 12 s.h. concentration area requirement, students also may choose to complete the Certificate in Interscholastic Athletic/Activities Administration, a 21 s.h. program.

Students who wish to earn the certificate 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 the certificate.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>All of these (9 s.h.):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SRM:3148</td>
<td>Interscholastic Activities and Athletics Administration</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>
<tr>
<td>At least one of these (3 s.h.):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SRM:3146</td>
<td>Sports Officiating: Rules, Theories, and Issues</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3147</td>
<td>Sport Event Management</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:3150</td>
<td>Recreation Administration</td>
<td>3</td>
</tr>
</tbody>
</table>

Communications and Public Relations/Journalism Concentration

Communications and public relations/journalism concentration students select 12 s.h. from these:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</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:3150</td>
<td>Recreation Administration</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3200</td>
<td>Topics in Sport and Recreation Management</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3210</td>
<td>Event Bidding: Processes and Strategies</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>AFAM:2079/SPST:2079</td>
<td>Race and Ethnicity in Sport</td>
<td>3</td>
</tr>
<tr>
<td>ARTS:1070</td>
<td>Elements of Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>HHP:2500</td>
<td>Physical Activity Psychology</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>
</tr>
<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>JMC:1300</td>
<td>Principles of Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3530</td>
<td>Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3720</td>
<td>Nonprofit and Fundraising 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/EDTL:4934</td>
<td>Parent-Teacher Communication</td>
<td>3</td>
</tr>
<tr>
<td>RHET:2085</td>
<td>Speaking Skills</td>
<td>3</td>
</tr>
<tr>
<td>Communications and Public Relations/Journalism Concentration students select 12 s.h. from these:</td>
<td></td>
<td></td>
</tr>
<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:3150</td>
<td>Recreation Administration</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3200</td>
<td>Topics in Sport and Recreation Management</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3210</td>
<td>Event Bidding: Processes and Strategies</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>AFAM:2079/SPST:2079</td>
<td>Race and Ethnicity in Sport</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>
</tbody>
</table>
Entrepreneurship Concentration


<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both of these:</td>
<td></td>
<td></td>
</tr>
<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>
<tr>
<td>At least 6 s.h. from these:</td>
<td></td>
<td></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:2065</td>
<td>The Experience Economy</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3146</td>
<td>Sports Officiating: Rules, Theories, and Issues</td>
<td>3</td>
</tr>
</tbody>
</table>

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
SRM:3800 Sport Law for Interscholastic Athletic Directors 3
AFAM:2079/SPST:2079 Race and Ethnicity in Sport 3
ARTS:1070 Elements of Graphic Design 3
CNW:3640 Writing for Business 3
COMM:1818 Communication Skills for Leadership 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:3400 Strategic Management of Technology and Innovation 3
ENTR:3500 Social Entrepreneurship 3
ENTR:3600 E-Commerce Strategies for Entrepreneurs 3
ENTR:4400 Managing the Growth Business 3
ENTR:4450 Professional Sports Management 3
JMC:3530 Social Media Marketing 3
JMC:3720 Nonprofit and Fundraising Communication 3
MGMT:3050 Professional Preparation for Management 1
MSCI:1500 Business Computing Essentials 2
RHET:2085 Speaking Skills 3

Event Management Concentration

Students who aspire to work in the field of event management may earn one or both of the following credentials: the event management concentration (12 s.h.) and/or the Certificate in Event Management (21 s.h.). It is strongly recommended that students consult the sport and recreation management undergraduate academic advisor and a member of the Certificate in Event Management committee to discuss what is appropriate to earn.

Students who wish to earn the Certificate in Event Management may count no more than 6 s.h. earned in their B.S. in sport and recreation management degree toward the certificate. Those who wish to complete the concentration area in event management must take SRM:3154 Foundations of Event Management and cannot substitute EVNT:3154 Foundations of Event Management. They also must take SRM:3147 Sport Event Management and cannot substitute EVNT:3260 Event Management Workshop.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both of these:</td>
<td></td>
<td></td>
</tr>
<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>
<tr>
<td>At least 6 s.h. from these:</td>
<td></td>
<td></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:2065</td>
<td>The Experience Economy</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3146</td>
<td>Sports Officiating: Rules, Theories, and Issues</td>
<td>3</td>
</tr>
</tbody>
</table>

SRM:1085 Introduction to Travel and Tourism 3
SRM:2065 The Experience Economy 3
SRM:3146 Sports Officiating: Rules, Theories, and Issues 3

Entrepreneurship Concentration students select 12 s.h. from these:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<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</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:1300</td>
<td>Principles of Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1500</td>
<td>Social Media Today</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3135/</td>
<td>New Media and the Future of Sport</td>
<td>3</td>
</tr>
<tr>
<td>AMST:3198/SPST:3198</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3182/</td>
<td>Sport, Scandal, and Strategic Communication in Media Culture</td>
<td>3</td>
</tr>
<tr>
<td>SPST:3182</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3190/</td>
<td>Classics of Sports Journalism: From Jack London to Grantland</td>
<td>3</td>
</tr>
<tr>
<td>SPST:3180</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3412</td>
<td>Strategic Communication Writing</td>
<td>4</td>
</tr>
<tr>
<td>JMC:3530</td>
<td>Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3540/</td>
<td>The Business of Sport Communication</td>
<td>3</td>
</tr>
<tr>
<td>SPST:3181</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3720</td>
<td>Nonprofit and Fundraising 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>
<td>3</td>
</tr>
</tbody>
</table>
SRM:3148 Interscholastic Activities and Athletics Administration 3
SRM:3150 Recreation Administration 3
SRM:3200 Topics in Sport and Recreation Management 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 Athletic Directors 3
AFAM:2079/SPST: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:3530 Social Media Marketing 3
JMC:3540/SPST:3181 The Business of Sport Communication 3
JMC:3720 Nonprofit and Fundraising Communication 3
MKTG:3000 Introduction to Marketing Strategy 3

AFAM:1030 Introduction to African American Society 3
AFAM:2079/SPST:2079 Race and Ethnicity in Sport 3
AFAM:3925/JMC:3165 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
HHP:2500 Physical Activity Psychology 3
HIST:1040 Diversity in History 3
JMC:1200 Media History and Culture 3
JMC:3125 Media and Consumers 3
RELS:2700/NAS:2700 Sacred World of Native Americans 3
RHET:2085 Speaking Skills 3
RUSS:2110 Russian Sports: Politics, Scandal, Glory 3
SPAN:2700/COMM:2800/IS:2700/LAS:2700(PORT:2700 INequality in American Sport 3
SPST:3911 Sport Since 9/11 Perspectives on Leisure and Play 3
TR:1070

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 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 GE CLAS Core or field experience requirements.

Honors

Honors in the Major
Students have the opportunity to graduate with honors in the major. Departmental honors students must maintain an overall g.p.a. of at least 3.33 and a major g.p.a. of at least 3.50 and earn at least a B+(plus) grade in SRM:4195 Honors Problems. During SRM:4195 Honors Problems, the student works on a project under the supervision of a program faculty member. For additional information, visit B.S. in Sport and Recreation Management Curriculum on the Department of Health and Human Physiology website or contact the sport and recreation management program director.
University of Iowa Honors Program

In addition to honors in the major, students have opportunities for honors study and activities through membership in the University of Iowa Honors Program. Visit Honors at Iowa to learn about the University's honors program.

Membership in the UI Honors Program is not required to earn honors in the sport and recreation management major.

Academic Plans

Four-Year Graduation Plan

The following checkpoints list the minimum requirements students must complete by certain semesters in order to stay on the University's Four-Year Graduation Plan. Courses in the major are those required to complete the major; they may be offered by departments other than the major department.

**Before the fifth semester begins:** four foundation courses, at least 3 s.h. in the concentration area, and 3 s.h. in SRM:4197 Sport and Recreation Field Experience

**Before the seventh semester begins:** two more foundation courses (total of six), an additional 6 s.h. in the concentration area, and at least 90 s.h. earned toward the degree

**Before the eighth semester begins:** two more foundation courses (total of eight), an additional 3 s.h. of SRM:4197 Sport and Recreation Field Experience, and one remaining concentration area course (3 s.h.)

**During the eighth semester:** enrollment in final 3 s.h. of SRM:4197 Sport and Recreation Field Experience, all remaining course work in the major, all remaining GE CLAS Core courses, and a sufficient number of semester hours to graduate

Sample Plan of Study

Sample plans represent one way to complete a program of study. Actual course selection and sequence will vary and should be discussed with an academic advisor. For additional sample plans, see MyUI.

Sport and Recreation Management, B.S.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Year</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fall</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHET:1030 or ENGL:1200</td>
<td>Rhetoric or The Interpretation of Literature</td>
<td>3 - 4</td>
</tr>
<tr>
<td>SRM:1060</td>
<td>Contemporary Issues in Sports</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Social Sciences</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: Values and Culture</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>CSI:1600</td>
<td>Success at Iowa</td>
<td>2</td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td></td>
<td>14-15</td>
</tr>
<tr>
<td><strong>Spring</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHET:1030 or ENGL:1200</td>
<td>Rhetoric or The Interpretation of Literature</td>
<td>3 - 4</td>
</tr>
<tr>
<td>GE CLAS Core: Diversity and Inclusion</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Second Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SRM:3175</td>
<td>Sales in Sport</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Quantitative or Formal Reasoning</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: World Languages First Level Proficiency or elective course</td>
<td>4 - 5</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td></td>
<td>16-17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spring</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major: concentration course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SRM:3178</td>
<td>Communications and Public Relations in Sports</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3152</td>
<td>Design and Management of Sport and Recreation Facilities</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Natural Sciences without Lab</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: World Languages Second Level Proficiency or elective course</td>
<td>4 - 5</td>
<td></td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td></td>
<td>16-17</td>
</tr>
</tbody>
</table>

Third Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major: concentration course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Major: foundation course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Major: foundation course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SRM:4197</td>
<td>Sport and Recreation Field Experience</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: World Languages Second Level Proficiency or elective course</td>
<td>4 - 5</td>
<td></td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td></td>
<td>16-17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spring</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major: concentration course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Major: foundation course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Major: foundation course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SRM:3153</td>
<td>Sport Business Practices</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: World Languages Fourth Level Proficiency or elective course</td>
<td>4 - 5</td>
<td></td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td></td>
<td>16-17</td>
</tr>
</tbody>
</table>

Fourth Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major: concentration course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SRM:4197</td>
<td>Sport and Recreation Field Experience</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Literary, Visual, and Performing Arts</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SRM:3172</td>
<td>Finance in Sport and Recreation</td>
<td>3</td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spring</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SRM:4197</td>
<td>Sport and Recreation Field Experience</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3151</td>
<td>Liability in Sport and Recreation</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Historical Perspectives</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:3157</td>
<td>Managerial Operations in Sport and Recreation</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Natural Sciences with Lab</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td></td>
<td>15-16</td>
</tr>
</tbody>
</table>
Elective course

Degree Application: apply on MyUI before deadline
(typically in February for spring, September for fall)

<table>
<thead>
<tr>
<th>Hours</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours</td>
<td>123-129</td>
</tr>
</tbody>
</table>

a GE CLAS Core courses may be completed in any order unless used as a prerequisite for another course. Students should consult with an advisor about the best sequencing of courses.

b Students may use elective courses to earn credit towards the total s.h. required for graduation or to complete a double major, minors, or certificates.

c Students who have completed four years of a single language in high school have satisfied the GE CLAS Core World Languages requirement. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course.

d Please see Academic Calendar, Office of the Registrar website for current degree application deadlines. Students should apply for a degree for the session in which all requirements will be met. For any questions on appropriate timing, contact your academic advisor. For more information visit http://commencement.uiowa.edu. If applicable search for "Early and Late Participation" to find this page (e.g. walk in graduation ceremony in May, degree conferral in August).

Career Advancement

Sport and recreation management majors find employment in municipal or campus recreation; interscholastic, high school, or college athletic administration; intramural departments; community private clubs or community parks and recreation departments; nonprofit organizations; armed forces recreation; professional or Olympic sports organizations; commercial fitness businesses; and in firms specializing in sport marketing or sport sponsorship. The sport and recreation management faculty provides individual mentoring to students and offers several opportunities for students to connect with industry professionals throughout the year to learn about internships and jobs.

The Office of Field Experience in the sport and recreation management program in the Department of Health and Human Physiology assists students in finding their specific connection to the industry. The Pomerantz Career Center also offers multiple resources to help students find internships and jobs.