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

SRM Courses

This is a list of courses with the subject code SRM. For more information, see Health and Human Physiology (College of Liberal Arts and Sciences) in the catalog.

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:1046 Health for Happiness 3 s.h.
Recent research has discovered fundamental elements and mechanisms of human happiness and well-being; students review these discoveries in the fields of positive psychology, positive neurobiology, system theory, economics of happiness, and history; practical learning experiences that apply these findings to everyday student life; hands-on ways to improve both subjective well-being and individual character strengths and virtues.

SRM:1060 Contemporary Issues in Sports 3 s.h.
Learn fundamental concepts and definitions to provide a base understanding of the business and socio-economic models that determine behavior in sport and recreation management practice. Examples will vary from spectator-driven sport at its most commercial to participant-driven activities with varying levels of formal organization. Evaluation is based on two exams, a group and an individual presentation in a smaller group, three writing exercises, and multiple quizzes.

SRM:1070 Recreation and Parks in the United States: Foundations and Impact 3 s.h.
United States parks have been referred to as "America's Best Idea" and represent ideals of exploration and challenge; park and recreational offerings have become a valued staple of American life, focused on opportunity for diverse communities with economic, social, and quality of life implications; introduction to cultural differences in values and expectations related to recreation and park experiences in the U.S.; students scrutinize the roots and contexts of their own recreation choices and attitudes, and gain insight into the power of these preferences on individual development and shaping of perspectives. GE: Values and Culture.

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 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.

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:3144 Programming for Recreational Services 3 s.h.
Development of professional skills in design, implementation, and evaluation of recreational experiences in a variety of settings for diverse groups; programming concepts for delivering recreation and leisure activities through application-based projects; careers within recreational sports, fitness, and leisure industry that focus on enhancing lives through fun and personal development.

SRM:3145 Leadership and Group Dynamics in Recreation and Sport 3 s.h.
Exploration of leadership at many levels within an organization; students gain insights into fundamental principles of leadership and group dynamics and their incorporation into fostering staff development and facilitating group initiatives; active engagement in practical application of course concepts through designing and leading initiatives including productive meetings and seminars, team building, other outcomes-based training sessions, and group activities for all ages.

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.
The legal system shapes the way sport and recreation professionals at every level perform their jobs, and a basic understanding of the law and its impact on sport and recreation industry can help practitioners operate in a legally compliant manner, seek appropriate legal counsel when necessary, and reduce potential organizational and individual liability; exploration of tort law, constitutional law, statutory law, and contract law as applied to sport and recreation industry, and risk management process; students develop the ability to identify and analyze legal issues and how the law affects the sport and recreation industry. Requirements: 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.

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

SRM:3157 Managerial Operations in Sport and Recreation 3 s.h.
Introduction to the operation of a private or nonprofit sport-related business.

SRM:3158 Sport and Recreation Promotion 3 s.h.
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.

SRM:3172 Finance in Sport and Recreation 3 s.h.
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.

SRM:3175 Sales in Sport 3 s.h.
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.

SRM:3176 Sports Analytics for Coaches, Managers, and Other Decision Makers 3 s.h.
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 and Public Relations in Sports 3 s.h.
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.

SRM:3179 Podcasting for Sport and Recreation Professionals 3 s.h.
The rise of podcasting has democratized radio, offering anyone with recording equipment and something to say the ability to reach potential listeners, but with the number of active podcasts in the millions, developing a quality show that finds an audience is not so simple; introduction to all facets of podcast production from recording, editing, and publishing to marketing and monetizing; students conceive and create their own podcast pilots; consideration given to evolving landscape of podcasting and examination of how industry players are utilizing the rapidly expanding medium to grow their brands.

SRM:3200 Topics in Sport and Recreation Management 3 s.h.
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.

SRM:3210 Event Bidding: Processes and Strategies 3 s.h.
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.

SRM:3300 Writing for Sport and Recreation Managers 3 s.h.
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.

SRM:3700 Ethics in Sport 3 s.h.
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.

SRM:3800 Sport Law for Interscholastic Athletic Directors 3 s.h.
Part of the Interscholastic Athletic Director certificate; content includes sport unintentional torts, intentional torts, constitution, legislation, and risk management.

SRM:4158 Advanced Sport Marketing 3 s.h.
Build on the general principles of marketing by discussing the unique aspects of sport marketing and applying marketing concepts to sport as a product; focus on the importance of, and practical challenges associated with, branding and brand management. Advanced marketing theory related to social responsibility; research and information systems; consumer behavior; sport product and logistical management; social, digital, and mobile media and technologies; and communication management and promotions. Prerequisites: SRM:3158.

SRM:4195 Honors Problems arr.

SRM:4196 Interscholastic Athletic Administration Field Experience arr.
Students complete a minimum of 45 on-site hours with an interscholastic athletic/activities administrator or other approved interscholastic organization (i.e., conference or state office). Prerequisites: SRM:3148.

SRM:4197 Sport and Recreation Field Experience 3 s.h.
Educational opportunities 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 complements off-campus work with designated industry partner; sport or recreation enterprise vary according to faculty expertise and industry partner availability.

SRM:4198 NCAA Rules Compliance and Enforcement 3 s.h.
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:4199 Independent Sport and Recreation Field Experience arr.
Participation in approved practical learning experience with private or nonprofit recreation or sport-related enterprise; on-site supervision by industry partner; minimum of 45 on-site hours.

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: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 coursework 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.