

Sport and Recreation Management, BS

Learning Outcomes

Graduates 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 and effective research methods; and
- apply 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 grade-point average of at least 2.00 in all courses for the major and in all UI courses for the major. They must also 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 earn a BS 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 BS degree in sport and recreation management. The online program enables students to complete their BS degree from anywhere in the world. For more information, see Online Bachelor of Science in Sport and Recreation Management on the Sport and Recreation Management website, or contact the Department of Health and Human Physiology directly.

Degree Requirements

The BS with a major in sport and recreation management requires the following coursework.

| Requirements | Hours |
|----------------------------|-------|
| Foundation Courses | 27 |
| Field Experience | 9 |
| Concentration Area Courses | 12 |

Foundation Courses

| Course # | Title | Hours |
|---|--|-------|
| All of these: | | |
| 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. before they enroll in the following: | | |
| SRM:3151 | Liability in Sport and Recreation | 3 |
| SRM:3152 | Design and 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 |

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 Sport and Recreation Management 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 of learning objectives.

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

| Course # | Title | Hours |
|----------|--|-------|
| SRM:4196 | Interscholastic Athletic Administration Field Experience | 1-9 |
| SRM:4197 | Sport and Recreation Field Experience | 3 |

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|----------|---|-----|
| SRM:4199 | Independent Sport and Recreation Field Experience | 1-9 |
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Concentration Areas

Students must complete 12 s.h. in one of the following concentration areas: business studies, coaching and sport instruction, entrepreneurship, event management, interscholastic athletic/activities administration, public and media relations, recreation management, organizational culture management, or the student-designed concentration that allows students to map out their own concentration with the approval of their advisor and faculty. Some of the concentration courses have prerequisites; students must complete all of a course's prerequisites before they may register for the course. Prerequisite courses do not count toward the concentration unless also listed as a concentration course.

SRM:3200 Topics in Sport and Recreation Management can be used for certain concentration areas depending on the topic being taught. Students may request a waiver to allow a course that is not listed to count toward a concentration. All students should consult with sport and recreation management's academic advisor for details and approval prior to enrolling in SRM:3200 or any unlisted course for concentration credit.

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- Student-Designed Concentration [p. 6]

Business Studies

| Course # | Title | Hours |
|--|---|-------|
| Business studies concentration students select 12 s.h. from these: | | |
| SRM:1085 | Introduction to Travel and Tourism | 3 |
| SRM:2100 | Professional Preparation for Careers in Sport: Building Your Playbook | 1 |
| SRM:3050 | Collaborative Leadership in Sport and Recreation | 3 |
| SRM:3148 | Interscholastic Activities and Athletics Administration | 3 |
| SRM:3150 | Recreation Administration | 3 |
| SRM:3176 | Sports Analytics for Decision Makers | 3 |
| SRM:3179 | Podcasting for Sport and Recreation Professionals | 3 |
| SRM:3210 | Event Bidding: Processes and Strategies | 3 |
| SRM:3240 | Name, Image, and Likeness (NIL) in College Athletics | 3 |
| SRM:3300 | Writing for Sport and Recreation Managers | 3 |
| SRM:3700 | Ethics in Sport | 3 |
| SRM:4158 | Advanced Sport Marketing | 3 |

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|--|--|---|
| SRM:4198 | NCAA Rules Compliance and Enforcement | 3 |
| SRM:4240 | Name, Image, and Likeness (NIL): Simulated Agency Experience | 3 |
| ACCT:2100 | Introduction to Financial Accounting | 3 |
| ARTS:1070 | Elements of Graphic Design | 3 |
| BAIS:1500 | Business Computing Essentials | 2 |
| BAIS:2800 | Foundations of Business Analytics | 3 |
| CCP:1301 | Communication for the Workplace | 1 |
| ECON:1100 | Principles of Microeconomics | 4 |
| ECON:1200 | Principles of Macroeconomics | 4 |
| FIN:3000 | Introductory Financial Management | 3 |
| JMC:3520 | Business of Media: Profits, People, and Power | 3 |
| JMC:3530 | Social Media Marketing | 3 |
| JMC:3540/ SMC:3540/ SPST:3181 | The Business of Sport Communication | 3 |
| JMC:3710/ MUSM:3710 | Fundraising Fundamentals | 3 |
| JMC:3720/ MUSM:3720 | Nonprofit Communications | 3 |
| MGMT:2100 | Introduction to Management | 3 |
| MGMT:3500/ ENTR:3595/ MUSM:3500/ NURS:3595/ RELS:3700/ SSW:3500 | Nonprofit Organizational Effectiveness I | 3 |
| MGMT:4300 | Leadership and Personal Development | 3 |
| MGMT:4600/ MUSM:4600 | Nonprofit Ethics and Governance | 3 |
| MKTG:3000 | Introduction to Marketing Strategy | 3 |
| MKTG:4200 | Sales Management | 3 |
| MKTG:4201 | Professional Selling | 3 |
| MKTG:4410 | Customer Relationship Management | 3 |
| RHET:2095 | Fundamental Strategies of Persuasion | 3 |
| SMC:2500/ SPST:2500 | Sport and Technology | 3 |
| STAT:4580/ DATA:4580/ IGPI:4580 | Data Visualization and Data Technologies | 3 |

Coaching and Sport Instruction

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

| Course # | Title | Hours |
|--|-------|-------|
| Coaching and sport instruction concentration students select 12 s.h. from these: | | |

| | | | | | |
|--------------------------|---|---|--|---|--------------|
| SRM:1049 | Foundations for Sport and Physical Activity: Catalyst for Sustainable Communities | 3 | HPAS:1008 | Basic First Aid and CPR | 1 |
| SRM:3145 | Leadership and Group Dynamics in Recreation and Sport | 3 | HPAS:1010 | Introduction to Workout Design | 1 |
| SRM:3146 | Sports Officiating: Rules, Theories, and Issues | 3 | PSQF:3115 | Sport and Performance Psychology | 3 |
| SRM:3149 | Coaching Theory, Body Structure, and Human Development | 3 | RHET:2085 | Speaking Skills | 3 |
| SRM:3155 | Prevention and Care of Athletic Injuries for Coaches | 3 | SPST:2079/ AFAM:2079 | Race and Ethnicity in Sport | 3 |
| SRM:3176 | Sports Analytics for Decision Makers | 3 | Coaching Certification Process | | |
| SRM:3700 | Ethics in Sport | 3 | 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 the statewide coaching authorization application only; students must take these courses and can opt to apply for certification as part of their coursework. | | |
| SRM:4198 | NCAA Rules Compliance and Enforcement | 3 | Course # | Title | Hours |
| DST:1101 | Introduction to Disability Studies | 3 | SRM:3149 | Coaching Theory, Body Structure, and Human Development | 3 |
| EPLS:4200 | Athletic Administration in Educational Settings | 3 | SRM:3155 | Prevention and Care of Athletic Injuries for Coaches | 3 |
| HHP:2100 | Human Anatomy | 3 | Interscholastic Athletic/Activities Administration | | |
| HHP:2130 | Human Development Through the Life Span | 3 | Students interested in interscholastic athletic/activities administration may choose to pursue the 12 s.h. concentration area or the Certificate in Interscholastic Athletic/Activities Administration, a 21 s.h. program. Students may not receive a BS in sport and recreation management with an interscholastic athletic/activities administration concentration and a Certificate in Interscholastic Athletic/Activities Administration. However, the certificate is compatible with the BS with other 12 s.h. concentrations, such as coaching and sport instruction. Students should consult the BS and certificate academic advisors to discuss which credential is appropriate. | | |
| HHP:2200 | Physical Activity and Health | 3 | Course # | Title | Hours |
| HHP:2310 | Nutrition and Health | 3 | All of these (9 s.h.): | | |
| HHP:3045 | Physical Activity Psychology | 3 | SRM:3148 | Interscholastic Activities and Athletics Administration | 3 |
| HHP:3300 | Human Growth and Motor Development | 3 | SRM:3800 | Sport Law for Interscholastic Athletic Directors | 3 |
| HHP:4310 | Sport and Exercise Nutrition | 3 | EPLS:4200 | Athletic Administration in Educational Settings | 3 |
| TR:2061/HHP:2061 | Recreation Leadership and Programming | 3 | At least 3 s.h. from these: | | |
| Up to 6 s.h. from these: | | | SRM:2100 | Professional Preparation for Careers in Sport: Building Your Playbook | 1 |
| SRM:2100 | Professional Preparation for Careers in Sport: Building Your Playbook | 1 | SRM:3146 | Sports Officiating: Rules, Theories, and Issues | 3 |
| SRM:3050 | Collaborative Leadership in Sport and Recreation | 3 | SRM:3147 | Sport Event Management | 3 |
| SRM:3143 | Youth Sports Administration | 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:3144 | Program Design for Recreational Services | 3 | SRM:3150 | Recreation Administration | 3 |
| SRM:3148 | Interscholastic Activities and Athletics Administration | 3 | | | |
| SRM:3150 | Recreation Administration | 3 | | | |
| SRM:3179 | Podcasting for Sport and Recreation Professionals | 3 | | | |
| SRM:3210 | Event Bidding: Processes and Strategies | 3 | | | |
| SRM:3300 | Writing for Sport and Recreation Managers | 3 | | | |
| SRM:3800 | Sport Law for Interscholastic Athletic Directors | 3 | | | |
| SRM:4158 | Advanced Sport Marketing | 3 | | | |
| ARTS:1070 | Elements of Graphic Design | 3 | | | |
| CCP:1301 | Communication for the Workplace | 1 | | | |
| COMM:1819 | Organizational Leadership | 3 | | | |
| CSED:4111 | Building Leadership and Success at Work | 3 | | | |
| HPAS:1007 | Basic CPR | 1 | | | |

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| 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 Decision Makers | 3 |
| SRM:3179 | Podcasting for Sport and Recreation Professionals | 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 |
| COMM:1819 | Organizational Leadership | 3 |
| CSED:4111 | Building Leadership and Success at Work | 3 |
| EDTL:4940 | Characteristics of Disabilities | 3 |
| JMC:1300 | Introduction to Journalism and Strategic Communication | 3 |
| JMC:3530 | Social Media Marketing | 3 |
| JMC:3710/ MUSM:3710 | Fundraising Fundamentals | 3 |
| JMC:3720/ MUSM:3720 | Nonprofit Communications | 3 |
| MGMT:3500/ ENTR:3595/ MUSM:3500/ NURS:3595/ RELS:3700/ SSW:3500 | Nonprofit Organizational Effectiveness I | 3 |
| PSQF:1075 | Educational Psychology and Measurement | 3 |
| PSQF:3115 | Sport and Performance Psychology | 3 |
| PSQF:4134/ EDTL:4934 | Parent-Teacher Communication | 1-3 |
| RHET:2085 | Speaking Skills | 3 |
| SPST:2079/ AFAM:2079 | Race and Ethnicity in Sport | 3 |
| SRM:3300 | Writing for Sport and Recreation Managers | 3 |
| SRM:3700 | Ethics in Sport | 3 |
| SRM:4198 | NCAA Rules Compliance and Enforcement | 3 |
| ARTS:1070 | Elements of Graphic Design | 3 |
| CNW:1620 | Introduction to Creative Nonfiction | 3 |
| COMM:1840 | Introduction to Media Production | 3 |
| COMM:1898/ LATS:1898 | Introduction to Latina/o/x Communication and Culture | 3 |
| COMM:2064 | Media, Advertising, and Society | 3 |
| JMC:1100 | Introduction to Media Effects | 3 |
| JMC:1300 | Introduction to Journalism and Strategic Communication | 3 |
| JMC:1500 | Introduction to Social Media | 3 |
| JMC:2101/ AMST:2101/ SMC:2101/ SPST:2101 | Digital Media and the Future of Sport | 3 |
| JMC:3122 | Influencers, Artificial Intelligence, and Digital Games | 3 |
| JMC:3182/ SMC:3182/ SPST:3182 | Sport, Scandal, and Strategic Communication in Media Culture | 3 |
| JMC:3183/ SPST:3175 | Sport and the Media | 3 |
| JMC:3412 | Strategic Communication Writing | 4 |
| JMC:3510 | Media and Marketing Research | 3 |
| JMC:3520 | Business of Media: Profits, People, and Power | 3 |
| JMC:3530 | Social Media Marketing | 3 |
| JMC:3540/ SMC:3540/ SPST:3181 | The Business of Sport Communication | 3 |
| JMC:3720/ MUSM:3720 | Nonprofit Communications | 3 |
| RHET:2085 | Speaking Skills | 3 |
| SMC:1050/JMC:1050 | Sport and the Media | 3 |
| SPST:2079/ AFAM:2079 | Race and Ethnicity in Sport | 3 |

Public and Media Relations

| Course # | Title | Hours |
|--|---|-------|
| Public and media relations concentration students take a 3 s.h. requirement: | | |
| SRM:4178 | Media Relations Strategy in Sport and Recreation | 3 |
| Public and media relations concentration students select 9 s.h. from these: | | |
| SRM:2100 | Professional Preparation for Careers in Sport: Building Your Playbook | 1 |
| SRM:3148 | Interscholastic Activities and Athletics Administration | 3 |
| SRM:3150 | Recreation Administration | 3 |
| SRM:3179 | Podcasting for Sport and Recreation Professionals | 3 |
| SRM:3210 | Event Bidding: Processes and Strategies | 3 |

Entrepreneurship

| Course # | Title | Hours |
|--|---|-------|
| Entrepreneurship concentration students select 12 s.h. from these: | | |
| SRM:1085 | Introduction to Travel and Tourism | 3 |
| SRM:2100 | Professional Preparation for Careers in Sport: Building Your Playbook | 1 |
| SRM:3050 | Collaborative Leadership in Sport and Recreation | 3 |
| SRM:3150 | Recreation Administration | 3 |
| SRM:3176 | Sports Analytics for Decision Makers | 3 |

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|--|--|---|
| SRM:3179 | Podcasting for Sport and Recreation Professionals | 3 |
| SRM:3210 | Event Bidding: Processes and Strategies | 3 |
| SRM:3240 | Name, Image, and Likeness (NIL) in College Athletics | 3 |
| SRM:3300 | Writing for Sport and Recreation Managers | 3 |
| SRM:3700 | Ethics in Sport | 3 |
| SRM:4158 | Advanced Sport Marketing | 3 |
| SRM:4240 | Name, Image, and Likeness (NIL): Simulated Agency Experience | 3 |
| ARTS:1070 | Elements of Graphic Design | 3 |
| BAIS:1500 | Business Computing Essentials | 2 |
| COMM:1818 | Communication Skills for Leadership | 3 |
| ECON:1100 | Principles of Microeconomics | 4 |
| ECON:1200 | Principles of Macroeconomics | 4 |
| EDTL:3715 | Experiential Teaching and Learning | 3 |
| ENTR:1350 | Foundations in Entrepreneurship | 3 |
| ENTR:2000 | Entrepreneurship and Innovation | 3 |
| ENTR:3100 | Entrepreneurial Finance | 3 |
| ENTR:3200 | Entrepreneurial Marketing | 3 |
| ENTR:3350 | Entrepreneurial Strategy | 3 |
| ENTR:3400 | Strategic Management of Technology and Innovation | 3 |
| ENTR:3500 | Social Entrepreneurship | 3 |
| ENTR:3600 | Social Media Strategies for Entrepreneurial Ventures | 3 |
| ENTR:4400 | Managing the Growth Business | 3 |
| JMC:3530 | Social Media Marketing | 3 |
| JMC:3720/ MUSM:3720 | Nonprofit Communications | 3 |
| MGMT:3500/ ENTR:3595/ MUSM:3500/ NURS:3595/ RELS:3700/ SSW:3500 | Nonprofit Organizational Effectiveness I | 3 |
| RHET:2085 | Speaking Skills | 3 |
| SPST:2079/ AFAM:2079 | Race and Ethnicity in Sport | 3 |

Event Management

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 which credential is appropriate.

Students who wish to earn both credentials must take SRM:3154 Foundations of Event Management and cannot substitute EVNT:3154 Foundations of Event Management to

count toward the concentration. They must also take SRM:3147 Sport Event Management and cannot substitute EVNT:3260 Event Management Workshop.

| Course # | Title | Hours |
|-------------------------------------|---|-------|
| Both of these: | | |
| SRM:3147 | Sport Event Management | 3 |
| SRM:3154 | Foundations of Event Management | 3 |
| At least 6 s.h. from these: | | |
| SRM:1085 | Introduction to Travel and Tourism | 3 |
| SRM:2100 | Professional Preparation for Careers in Sport: Building Your Playbook | 1 |
| SRM:3146 | Sports Officiating: Rules, Theories, and Issues | 3 |
| SRM:3148 | Interscholastic Activities and Athletics Administration | 3 |
| SRM:3150 | Recreation Administration | 3 |
| SRM:3179 | Podcasting for Sport and Recreation Professionals | 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 |
| SRM:4158 | Advanced Sport Marketing | 3 |
| SRM:4178 | Media Relations Strategy in Sport and Recreation | 3 |
| ARTS:1070 | Elements of Graphic Design | 3 |
| BUS:3800 | Business Writing | 3 |
| COMM:1816 | Business and Professional Communication | 3 |
| EDTL:3715 | Experiential Teaching and Learning | 3 |
| ENTR:1350 | Foundations in Entrepreneurship | 3 |
| ENTR:2000 | Entrepreneurship and Innovation | 3 |
| JMC:1300 | Introduction to Journalism and Strategic Communication | 3 |
| JMC:3530 | Social Media Marketing | 3 |
| JMC:3540/ SMC:3540/ SPST:3181 | The Business of Sport Communication | 3 |

Recreation Management

| Course # | Title | Hours |
|--|---|-------|
| Both of these: | | |
| SRM:3144 | Program Design for Recreational Services | 3 |
| SRM:3145 | Leadership and Group Dynamics in Recreation and Sport | 3 |
| At least two of these (at least 6 s.h.): | | |
| SRM:1070 | Recreation and Parks in the United States: Foundations and Impact | 3 |

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|--|---|---|--|--|---|
| SRM:1085 | Introduction to Travel and Tourism | 3 | SRM:3700 | Ethics in Sport | 3 |
| SRM:2100 | Professional Preparation for Careers in Sport: Building Your Playbook | 1 | AFAM:1030 | Introduction to African American Society | 3 |
| SRM:3050 | Collaborative Leadership in Sport and Recreation | 3 | AMST:1010 | Understanding American Cultures | 3 |
| SRM:3143 | Youth Sports Administration | 3 | DST:1101 | Introduction to Disability Studies | 3 |
| SRM:3146 | Sports Officiating: Rules, Theories, and Issues | 3 | EPLS:4200 | Athletic Administration in Educational Settings | 3 |
| SRM:3147 | Sport Event Management | 3 | GWSS:1002 | Diversity and Power in the U.S. | 3 |
| SRM:3150 | Recreation Administration | 3 | JMC:2600 | Freedom of Expression | 3 |
| SRM:3179 | Podcasting for Sport and Recreation Professionals | 3 | RELS:2000 | Engaging Religious Diversity for Leadership and Entrepreneurship | 3 |
| SRM:3210 | Event Bidding: Processes and Strategies | 3 | RHET:2135/ SJUS:2135 | Decoding Disability: Rhetoric of Access and Accommodations | 3 |
| SRM:3300 | Writing for Sport and Recreation Managers | 3 | SPAN:2700/ IS:2700/LAS:2700/ PORT:2700 | Introduction to Latin American Studies | 3 |
| COMM:1819 | Organizational Leadership | 3 | SPST:1074/ AMST:1074/ GWSS:1074 | Inequality in American Sport | 3 |
| COMM:1840 | Introduction to Media Production | 3 | SPST:2078/ GWSS:2078 | Women, Sport, and Culture | 3 |
| EDTL:3715 | Experiential Teaching and Learning | 3 | SPST:2079/ AFAM:2079 | Race and Ethnicity in Sport | 3 |
| HHP:2280 | Cultural Competency and Health | 3 | SPST:2170 | Sport and Globalization | 3 |
| JMC:3530 | Social Media Marketing | 3 | TR:3261/HHP:3261 | Inclusive Recreation | 3 |
| LLS:1150 | Leadership in the Outdoors | 3 | | | |
| MGMT:3500/ ENTR:3595/ MUSM:3500/ NURS:3595/ RELS:3700/ SSW:3500 | Nonprofit Organizational Effectiveness I | 3 | | | |
| MGMT:4600/ MUSM:4600 | Nonprofit Ethics and Governance | 3 | | | |
| SPST:1074/ AMST:1074/ GWSS:1074 | Inequality in American Sport | 3 | | | |
| SPST:3178/ AMST:3178 | History of Sport in the United States | 3 | | | |
| TR:1070 | Leisure, Play, and the Human Experience | 3 | | | |
| TR:2077 | Children and Families in Healthcare | 3 | | | |
| TR:2160 | Introduction to Therapeutic Recreation | 3 | | | |
| TR:3261/HHP:3261 | Inclusive Recreation | 3 | | | |

Organizational Culture Management

| Course # | Title | Hours |
|---|---|-------|
| Organizational culture management concentration students take a 3 s.h. requirement: | | |
| SRM:3050 | Collaborative Leadership in Sport and Recreation | 3 |
| Organizational culture management concentration students select 9 s.h. from these: | | |
| SRM:2100 | Professional Preparation for Careers in Sport: Building Your Playbook | 1 |
| SRM:3148 | Interscholastic Activities and Athletics Administration | 3 |
| SRM:3150 | Recreation Administration | 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, 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 coursework. Self-designed concentrations may not include coursework 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 a cumulative University of Iowa grade-point average (GPA) of at least 3.33 and a major GPA of at least 3.50, and earn a grade of at least a B-plus 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 BS in Sport and Recreation Management 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.

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.

Experiential learning 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.

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 a field experience course.

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. in a field experience course, and one remaining concentration area course (3 s.h.).

During the eighth semester: enrollment in the final 3 s.h. in a field experience course, all remaining coursework 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, BS

This sample plan is currently being reviewed and will be added at a later date.