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 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 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.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Courses</td>
<td>27</td>
</tr>
<tr>
<td>Field Experience</td>
<td>9</td>
</tr>
<tr>
<td>Concentration Area Courses</td>
<td>12</td>
</tr>
</tbody>
</table>

Foundation Courses

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>All of these:</td>
<td></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>Course #</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 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.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:4196</td>
<td>Interscholastic Athletic Administration Field Experience</td>
<td>1-9</td>
</tr>
<tr>
<td>SRM:4197</td>
<td>Sport and Recreation Field Experience</td>
<td>3</td>
</tr>
</tbody>
</table>
SRM:4199  Independent Sport and Recreation Field Experience  1-9

**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, sport and diversity, 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.

Topics in Sport and Recreation Management (SRM:3200) 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.

- Business Studies [p. 2]
- Coaching and Sport Instruction [p. 2]
- Public and Media Relations [p. 4]
- Entrepreneurship [p. 4]
- Event Management [p. 5]
- Interscholastic Athletic/Activities Administration [p. 3]
- Recreation Management [p. 5]
- Sport and Diversity [p. 6]
- Student-Designed Concentration [p. 6]

**Business Studies**

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:1085</td>
<td>Introduction to Travel and Tourism</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:3179</td>
<td>Podcasting for Sport and Recreation Professionals</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:4158</td>
<td>Advanced Sport Marketing</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>ARTS:1070</td>
<td>Elements of Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>BIAS:1500</td>
<td>Business Computing Essentials</td>
<td>2</td>
</tr>
<tr>
<td>BIAS:2800</td>
<td>Foundations of Business Analytics</td>
<td>3</td>
</tr>
</tbody>
</table>

**Coaching and Sport Instruction**

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.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:1049</td>
<td>Sport Coaching Foundations: Catalyst for Sustainable Communities</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3145</td>
<td>Leadership and Group Dynamics in Recreation and Sport</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:3149</td>
<td>Coaching Theory, Body Structure, and Human Development</td>
<td>3</td>
</tr>
</tbody>
</table>
### Course # | Title | Hours
--- | --- | ---
SRM:3149 | Coaching Theory, Body Structure, and Human Development | 3
SRM:3155 | Prevention and Care of Athletic Injuries for Coaches | 3

**Interscholastic Athletic/Activities Administration**

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.

### Course # | Title | Hours
--- | --- | ---
All of these (9 s.h.):
SRM:3148 | Interscholastic Activities and Athletics Administration | 3
SRM:3800 | Sport Law for Interscholastic Athletic Directors | 3
EPLS:4200 | Diversity and Inclusion in Athletics | 3
At least 3 s.h. from these:
SRM:3146 | Sports Officiating: Rules, Theories, and Issues | 3
SRM:3147 | Sport Event Management | 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:3150 | Recreation Administration | 3
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 Coaches, Managers, and Other 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:3800 | Sport Law for Interscholastic Athletic Directors | 3
SRM:4158 | Advanced Sport Marketing | 3
ARTS:1070 | Elements of Graphic Design | 3
RHET:2085 | Speaking Skills | 3

**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 the statewide coaching authorization application only; students must take these courses and can opt to apply for certification as part of their coursework.
Public and media relations students select 12 s.h. from these:

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<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:3179</td>
<td>Podcasting for Sport and Recreation Professionals</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>CNW:1620</td>
<td>Introduction to Creative Nonfiction</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1816</td>
<td>Business and Professional Communication</td>
<td>3</td>
</tr>
<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>3</td>
</tr>
<tr>
<td>COMM:1840</td>
<td>Introduction to Media Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1898/LATS:1898</td>
<td>Introduction to Latina/o/x Communication and Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2064</td>
<td>Media, Advertising, and Society</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1050/SMC:1050</td>
<td>Sport and the Media</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1100</td>
<td>Introduction to Media Effects</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1300</td>
<td>Introduction to Journalism and Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1500</td>
<td>Introduction to Social Media</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3122</td>
<td>Digital and Gaming Culture</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3182/SMC:3182/SPST:3182</td>
<td>Sport, Scandal, and Strategic Communication in Media Culture</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3183/SPST:3175</td>
<td>Sport and the Media</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3412</td>
<td>Strategic Communication Writing</td>
<td>4</td>
</tr>
<tr>
<td>JMC:3510</td>
<td>Media and Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3520</td>
<td>Business of Media: Profits, People, and Power</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3530</td>
<td>Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3540/SMC:3540/SPST:3181</td>
<td>The Business of Sport Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3720/MUSM:3720</td>
<td>Nonprofit Communications</td>
<td>3</td>
</tr>
<tr>
<td>RHET:2085</td>
<td>Speaking Skills</td>
<td>3</td>
</tr>
</tbody>
</table>

Entrepreneurship students select 12 s.h. from these:

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRM:1085</td>
<td>Introduction to Travel and Tourism</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3150</td>
<td>Recreation Administration</td>
<td>3</td>
</tr>
<tr>
<td>SRM:3179</td>
<td>Podcasting for Sport and Recreation Professionals</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:4158</td>
<td>Advanced Sport Marketing</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>BAIS:1500</td>
<td>Business Computing Essentials</td>
<td>2</td>
</tr>
<tr>
<td>COMM:1818</td>
<td>Communication Skills for Leadership</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>ENTR:1350</td>
<td>Foundations in Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:2000</td>
<td>Entrepreneurship and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3100</td>
<td>Entrepreneurial Finance</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3200</td>
<td>Entrepreneurial Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3350</td>
<td>Entrepreneurial Strategy</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3400</td>
<td>Strategic Management of Technology and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3500</td>
<td>Social Entrepreneurship</td>
<td>3</td>
</tr>
</tbody>
</table>
## 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:3147 Sport Event Management and cannot substitute EVNT:3154 Foundations of Event Management to count toward the concentration. They also must take SRM:3147 Sport Event Management and cannot substitute SRM:3179 Podcasting for Sport and Recreation Professionals.

### 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: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  
ARTS:1070 | Elements of Graphic Design | 3  
BUS:3800 | Business Writing | 3  
COMM:1816 | Business and Professional Communication | 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  
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  
SRM:1085 | Introduction to Travel and Tourism | 3  
SRM:3143 | Youth Sports Administration | 3  
SRM:3146 | Sports Officiating: Rules, Theories, and Issues | 3  
SRM:3147 | Sport Event Management | 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  
CLSA:1875 | Ancient Sports and Leisure | 3  
COMM:1819 | Organizational Leadership | 3  
COMM:1840 | Introduction to Media Production | 3  
HHP:2200 | Physical Activity and Health | 3  
HHP:2280 | Cultural Competency and Health | 3  
JMC:3530 | Social Media Marketing | 3  
LLS:1150 | Leadership in the Outdoors | 4  
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 | Perspectives on Leisure and Play | 3  
TR:2077 | Introduction to Child Life | 3  
TR:2160 | Introduction to Therapeutic Recreation | 3  
TR:3261 | Inclusive Recreation | 3
Sport and Diversity

Course # | Title | Hours
--- | --- | ---
SRM:3148 | Interscholastic Activities and Athletics Administration | 3
SRM:3150 | Recreation Administration | 3
SRM:3700 | Ethics in Sport | 3
AFAM:1030 | Introduction to African American Society | 3
AFAM:2079/SPST:2079 | Race and Ethnicity in Sport | 3
AMST:1010 | Understanding American Cultures | 3
DST:1101 | Introduction to Disability Studies | 3
EPLS:4200 | Diversity and Inclusion in Athletics | 3
GWSS:1002 | Diversity and Power in the U.S. | 3
JMC:2600 | Freedom of Expression | 3
RELS:2000 | Engaging Religious Diversity for Leadership and Entrepreneurship | 3
RHET:2135/SJUS:2135 | Rhetorics of Diversity and Inclusion | 3
SPST:1074/AMST:1074/GWSS:1074 | Inequality in American Sport | 3
SPST:2078/GWSS:2078 | Women, Sport, and Culture | 3
SPST:2170 | Sport and Globalization | 3
SPST:3176 | Sport and Nationalism | 3
TR:3261 | Inclusive Recreation | 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 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.

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Academic Career</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any Semester</td>
<td></td>
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</tr>
<tr>
<td>GE CLAS Core: Sustainability</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td><strong>First Year</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SRM:1060</td>
<td>Contemporary Issues in Sports</td>
<td>3</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: Social Sciences</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Values and Culture</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>CSI:1600</td>
<td>Success at Iowa</td>
<td>2</td>
</tr>
<tr>
<td><strong>Spring</strong></td>
<td></td>
<td>14-15</td>
</tr>
<tr>
<td>SRM:3157</td>
<td>Managerial Operations in Sport and Recreation</td>
<td>3</td>
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<tr>
<td>ENGL:1200 or RHET:1030</td>
<td>The Interpretation of Literature</td>
<td>3 - 4</td>
</tr>
<tr>
<td>GE CLAS Core: Diversity and Inclusion</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Natural Sciences with Lab</td>
<td></td>
<td>4</td>
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<tr>
<td>Elective course</td>
<td></td>
<td>3</td>
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<tr>
<td><strong>Second Year</strong></td>
<td></td>
<td>16-17</td>
</tr>
<tr>
<td>Fall</td>
<td></td>
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<tr>
<td>SRM:3175</td>
<td>Sales in Sport</td>
<td>3</td>
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<tr>
<td>GE CLAS Core: Quantitative or Formal Reasoning</td>
<td></td>
<td>3</td>
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<tr>
<td>GE CLAS Core: World Languages First Level</td>
<td></td>
<td>4 - 5</td>
</tr>
<tr>
<td>Proficiency or elective course</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Elective course</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Spring</strong></td>
<td></td>
<td>16-17</td>
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<tr>
<td>SRM:3152</td>
<td>Design and Management of Sport and Recreation Facilities</td>
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<tr>
<td>SRM:3178</td>
<td>Communications and Public Relations in Sports</td>
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<tr>
<td>Major: concentration course</td>
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<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Natural Sciences without Lab</td>
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<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: World Languages Second Level</td>
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<td>4 - 5</td>
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<tr>
<td>Proficiency or elective course</td>
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<td>3</td>
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<tr>
<td><strong>Third Year</strong></td>
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<td>16-17</td>
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<tr>
<td>Fall</td>
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<tr>
<td>SRM:3158</td>
<td>Sport and Recreation Promotion</td>
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<tr>
<td>SRM:4199 or SRM:4196 or SRM:4197</td>
<td>Independent Sport and Recreation Field Experience or Interscholastic Athletic Administration Field Experience</td>
<td>3</td>
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</table>

Major: concentration course 3
GE CLAS Core: International and Global Issues 3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course 4 - 5

**Fourth Year**

<table>
<thead>
<tr>
<th>Course</th>
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<th>Hours</th>
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<tbody>
<tr>
<td><strong>Fall</strong></td>
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<tr>
<td>SRM:3172</td>
<td>Finance in Sport and Recreation</td>
<td>3</td>
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<tr>
<td>SRM:4197 or SRM:4199 or SRM:4196</td>
<td>Sport and Recreation Field Experience or Independent Sport and Recreation Field Experience or Interscholastic Athletic Administration Field Experience</td>
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<tr>
<td>Major: concentration course</td>
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<td>3</td>
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<tr>
<td>GE CLAS Core: Literary, Visual, and Performing Arts</td>
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<td>Elective course</td>
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<tr>
<td><strong>Spring</strong></td>
<td></td>
<td>15</td>
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<tr>
<td>SRM:3151</td>
<td>Liability in Sport and Recreation</td>
<td>3</td>
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<tr>
<td>SRM:4196 or SRM:4199 or SRM:4197</td>
<td>Interscholastic Athletic Administration Field Experience or Independent Sport and Recreation Field Experience or Sport and Recreation Field Experience</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Historical Perspectives</td>
<td></td>
<td>3</td>
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<tr>
<td>Elective course</td>
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<td>3</td>
</tr>
<tr>
<td>Elective course</td>
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<td>3</td>
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</tbody>
</table>

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

**Total Hours** 124-130

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*a* Sustainability must be completed by choosing a course that has been approved for Sustainability AND for one of these General Education areas: Natural Sciences; Quantitative and Formal Reasoning; Social Sciences; Historical Perspectives; International and Global Issues; Literary, Visual, and Performing Arts; or Values and Culture.

*b* 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.

*c* 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.

*d* Students who have completed four levels of a single language or two levels of two different languages in high school or college have satisfied the GE CLAS Core World Languages requirement. Students who have completed three levels of a single language may complete a fourth-
level course in the same language or may choose an approved World Language and Cultural Exploration course. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course. Contact your academic advisor or CLAS Undergraduate Programs Office with questions concerning the World Languages requirement.

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 or Degree Services.