Sport and Recreation Management, MA

Learning Outcomes
Graduates will be able to:

• apply and analyze financial and risk management principles and marketing and promotion strategies in the sport and recreation industries;
• demonstrate a comprehensive understanding of leadership principles in the sport and recreation industries;
• demonstrate a comprehensive understanding of the experience economy and its application in the sport and recreation industries;
• demonstrate the ability to perform research for and apply findings to the sport and recreation industries;
• express ideas clearly, logically, and persuasively in both oral and written formats;
• demonstrate critical thinking, teamwork, project management, and presentation principles to unique sport and recreation organization challenges;
• develop a career objective and begin to implement a clear plan for achieving it; and
• demonstrate an understanding of and the ability to apply ethical decision-making to sport and recreation industry challenges.

Requirements
The Master of Arts program in sport and recreation management requires a minimum of 30 s.h. Required coursework (21 s.h.) includes experiential learning in a field experience course and a capstone course that allows students to perform research in an area of interest that has practical application during the final semester before graduation.

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

<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:4197</td>
<td>Sport and Recreation Field Experience</td>
<td>3</td>
</tr>
<tr>
<td>or SRM:4199</td>
<td>Independent Sport and Recreation Field</td>
<td></td>
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<tr>
<td>SRM:5065</td>
<td>The Economy of Experience</td>
<td>3</td>
</tr>
<tr>
<td>SRM:6251</td>
<td>Risk Management</td>
<td>3</td>
</tr>
<tr>
<td>SRM:6252</td>
<td>Economics and Financing</td>
<td>3</td>
</tr>
<tr>
<td>SRM:6253</td>
<td>Sport Administration</td>
<td>3</td>
</tr>
<tr>
<td>SRM:6254</td>
<td>Marketing and Sport Promotion</td>
<td>3</td>
</tr>
<tr>
<td>SRM:6255</td>
<td>Capstone Project</td>
<td>3</td>
</tr>
<tr>
<td>Electives (advisor approval required for electives; no more than 3 s.h. in elective credit may be taken in SRM:4197 and SRM:4199 combined)</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td></td>
<td><strong>30</strong></td>
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Admission
Applicants must meet the admission requirements of the Graduate College; see the Manual of Rules and Regulations on the Graduate College website.

Applicants also must meet sport and recreation management program requirements, which include:

• a U.S. baccalaureate degree from a regionally accredited college or university or an equivalent degree from another country as determined by the Office of Admissions;
• a minimum grade-point average of at least 3.00 or the international equivalent as determined by the Office of Admissions;
• a personal statement;
• three letters of recommendation;
• a résumé; and
• international applicants whose native language is other than English must comply with the Graduate College guidelines for admission, which include submission of an acceptable score on the Test of English as a Foreign Language (TOEFL), the International English Language Testing System (IELTS), or the Duolingo English Test (DET), and any other Office of Admission requirements.

Application deadlines are:
• Fall semester—Feb. 1
• Spring semester—Oct. 1
• Summer session—Feb. 1

Applications submitted after the deadline will be considered only if there is available space.

Financial Support
The sport and recreation management program offers a limited number of teaching assistantships. Applicants interested in being considered for a position should indicate their interest when they submit their online application.

Career Advancement
Through academic coursework, practical experience, an individualized capstone project, and a network of industry contacts, the program is designed to help students achieve their unique professional and educational goals. Alumni find employment in such settings as professional team front offices, college and high school athletic departments, campus and community recreation programs, agencies serving sport and recreation clients, league offices, coaching, and in a number of other areas.

The 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 offers multiple resources to help students find internships and jobs.
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.

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<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Career</td>
<td>Any Semester 30 s.h. of graduate level coursework must be completed; graduate transfer credits allowed upon approval. More information is included in the General Catalog and on department website. a</td>
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</tr>
<tr>
<td>First Year 9</td>
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<tr>
<td>Fall 3</td>
<td>SRM:5065 The Economy of Experience</td>
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<tr>
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<td>SRM:6252 Economics and Financing</td>
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<tr>
<td></td>
<td>Elective course b</td>
<td>3</td>
</tr>
<tr>
<td>Hours</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Spring 9</td>
<td>SRM:4199 Independent Sport and Recreation Field Experience or SRM:4197 Sport and Recreation Field Experience</td>
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<tr>
<td></td>
<td>SRM:6253 Sport Administration</td>
<td>3</td>
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<tr>
<td></td>
<td>SRM:6254 Marketing and Sport Promotion</td>
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<tr>
<td>Hours</td>
<td>9</td>
<td></td>
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<tr>
<td>Second Year 9</td>
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<tr>
<td>Fall 3</td>
<td>SRM:6251 Risk Management</td>
<td>3</td>
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<tr>
<td></td>
<td>Elective course b</td>
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<tr>
<td></td>
<td>Elective course b</td>
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<tr>
<td>Hours</td>
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<tr>
<td>Spring 3</td>
<td>SRM:6255 Capstone Project c</td>
<td>3</td>
</tr>
<tr>
<td>Total Hours</td>
<td>30</td>
<td></td>
</tr>
</tbody>
</table>

a Students must complete specific requirements in the University of Iowa Graduate College after program admission. Refer to the Graduate College website and the Manual of Rules and Regulations for more information.
b No more than 3 s.h. of elective credit may be taken in SRM:4197 and SRM:4199 combined; work with faculty advisor to determine appropriate graduate coursework and sequence.
c Includes oral and written components.