

# Sport and Recreation Management, BS

## 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.

In planning coursework, students should be guided by the College of Liberal Arts and Sciences maximum hours rule: students earning a BS may apply a maximum of 56 s.h. earned in one department to the minimum 120 s.h. required for graduation, whether or not the coursework is accepted toward requirements for the major; students who earn more than 56 s.h. from one department may use the additional semester hours to satisfy requirements for the major (if the department accepts them), and the grades they earn become part of their grade-point average, but they cannot apply the additional semester hours to the minimum 120 s.h. required for graduation.

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, Sport, 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, Sport, 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, Sport, 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 faculty and the organization, a student sets the learning objectives for the duration of the experience. Faculty communicate 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. All the following courses may be repeated.

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

- Business Studies
- Coaching and Sport Instruction
- Entrepreneurship
- Event Management
- Interscholastic Athletic/Activities Administration
- Organizational Culture Management
- Public and Media Relations
- Recreation Management
- Student-Designed Concentration

## 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:2154	Introduction to Operations and Event Management in Sport and Recreation	3
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	Applied Sport Marketing	3
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 Technology and Artificial Intelligence	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:3104	Sports Marketing	3
MKTG:4200	Sales Management	3
MKTG:4201	Professional Selling	3
MKTG:4400	Digital Marketing	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

SRM:3145	Leadership and Group Dynamics in Recreation and Sport	3
SRM:3146	Sports Officiating: Rules, Theories, and Issues	3
SRM:3149	Coaching Theory, Body Structure, and Human Development	3
SRM:3155	Prevention and Care of Athletic Injuries for Coaches	3
SRM:3176	Sports Analytics for Decision Makers	3
SRM:3700	Ethics in Sport	3
SRM:4198	NCAA Rules Compliance and Enforcement	3
DST:1101	Introduction to Disability Studies	3
EPLS:4200	Athletic Administration in Educational Settings	3
HHP:2100	Human Anatomy	3
HHP:2130	Human Development Through the Life Span	3
HHP:2200	Physical Activity and Health	3
HHP:2310	Nutrition and Health	3
HHP:3045	Physical Activity Psychology	3
HHP:3300	Human Growth and Motor Development	3
HHP:4310	Sport and Exercise Nutrition	3
TR:2061/HHP:2061	Recreation Leadership and Programming	3
Up to 6 s.h. from these:		
SRM:2100	Professional Preparation for Careers in Sport: Building Your Playbook	1
SRM:3050	Collaborative Leadership in Sport and Recreation	3
SRM:3143	Youth Sports Administration	3
SRM:3144	Program Design for Recreational Services	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	Applied Sport Marketing	3
ARTS:1070	Elements of Graphic Design	3
CCP:1301	Communication for the Workplace	1
COMM:2819	Organizational Leadership	3
CSED:4111	Building Leadership and Success at Work	3
HPAS:1007	Basic CPR	1
HPAS:1008	Basic First Aid and CPR	1
PSQF:3115	Sport and Performance Psychology	3

RHET:2085	Speaking Skills	3
SPST:2079/ AFAM:2079	Race and Ethnicity in Sport	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.

Course #	Title	Hours
SRM:3149	Coaching Theory, Body Structure, and Human Development	3
SRM:3155	Prevention and Care of Athletic Injuries for Coaches	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:2154	Introduction to Operations and Event Management in Sport and Recreation	3
SRM:3050	Collaborative Leadership in Sport and Recreation	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	Applied Sport Marketing	3
SRM:4240	Name, Image, and Likeness (NIL): Simulated Agency Experience	3
ARTS:1070	Elements of Graphic Design	3
BAIS:1500	Business Technology and Artificial Intelligence	2
COMM:2818	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:2154 Introduction to Operations and Event Management in Sport and Recreation and cannot substitute EVNT:2200 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:2154	Introduction to Operations and Event Management in Sport and Recreation	3
SRM:3147	Sport 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	Applied 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

## 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	Athletic Administration in Educational Settings	3
At least 3 s.h. from these:		
SRM:2100	Professional Preparation for Careers in Sport: Building Your Playbook	1
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	AFAM:1030	Introduction to African American Society	3
SRM:3176	Sports Analytics for Decision Makers	3	AMST:1010	Understanding American Cultures	3
SRM:3179	Podcasting for Sport and Recreation Professionals	3	DST:1101	Introduction to Disability Studies	3
SRM:3210	Event Bidding: Processes and Strategies	3	EPLS:4200	Athletic Administration in Educational Settings	3
SRM:3300	Writing for Sport and Recreation Managers	3	GWSS:1002	Diversity and Power in the U.S.	3
SRM:3700	Ethics in Sport	3	JMC:2600	Freedom of Expression	3
ARTS:1070	Elements of Graphic Design	3	RELS:2000	Engaging Religious Diversity for Leadership and Entrepreneurship	3
COMM:2819	Organizational Leadership	3	RHET:2135/ SJUS:2135	Decoding Disability: Rhetoric of Access and Accommodations	3
CSED:4111	Building Leadership and Success at Work	3	SPAN:2700/ IS:2700/LAS:2700/ PORT:2700	Introduction to Latin American Studies	3
EDTL:4940	Characteristics of Disabilities	3	SPST:1074/ AMST:1074/ GWSS:1074	Inequality in American Sport	3
JMC:1300	Introduction to Journalism and Strategic Communication	3	SPST:2078/ GWSS:2078	Women, Sport, and Culture	3
JMC:3530	Social Media Marketing	3	SPST:2079/ AFAM:2079	Race and Ethnicity in Sport	3
JMC:3710/ MUSM:3710	Fundraising Fundamentals	3	SPST:2170	Sport and Globalization	3
JMC:3720/ MUSM:3720	Nonprofit Communications	3	TR:3261/HHP:3261	Inclusive Recreation	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			

## 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:3145	Leadership and Group Dynamics in Recreation and Sport	3
SRM:3148	Interscholastic Activities and Athletics Administration	3
SRM:3150	Recreation Administration	3
SRM:3700	Ethics 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
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:1050	Sport and the Media	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: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
WRIT:3005/ CW:3005/ INTD:3005	Professional and Creative Business 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:1049	Foundations for Sport and Physical Activity: Catalyst for Sustainable Communities	3
SRM:1070	Recreation and Parks in the United States: Foundations and Impact	3
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: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
COMM:1840	Introduction to Media Production	3
COMM:2819	Organizational Leadership	3
EDTL:3715	Experiential Teaching and Learning	3
HHP:2280	Cultural Competency and Health	3
JMC:3530	Social Media Marketing	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

## 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.