

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 in sport and recreation management requires the following coursework.

Required Courses

Course #	Title	Hours
All of these:		
SRM:4197	Sport and Recreation Field Experience	3
or SRM:4199	Independent Sport and Recreation Field Experience	
SRM:6250	Research in Sport and Recreation	3
SRM:6251	Risk Management	3
SRM:6252	Economics and Financing	3
SRM:6253	Sport Administration	3
SRM:6254	Marketing and Sport Promotion	3
SRM:6255	Capstone Project	3

Electives

Students must complete 9 s.h. in elective coursework selected in consultation with an advisor. Students may select electives from the following list or propose alternative elective courses numbered 3000 or above to be taken with advisor approval.

In addition to the courses listed, students may apply to the elective requirement a maximum of 3 s.h. total from SRM:4197 Sport and Recreation Field Experience and SRM:4199 Independent Sport and Recreation Field Experience.

Course #	Title	Hours
Sport and recreation management courses (prefix SRM) numbered 3144-4158		
SRM:4178	Media Relations Strategy in Sport and Recreation	3
SRM:4198	NCAA Rules Compliance and Enforcement	3
SRM:4240	Name, Image, and Likeness (NIL): Simulated Agency Experience	3
CSED:4140	Foundations of Leadership for Community Agencies	3
CSED:4174	Positive Psychology	3
EALL:4130/ MUSM:4150	Introduction to Grant Writing	3
EPLS:4200	Athletic Administration in Educational Settings	3
EPLS:5250	Introduction to Higher Education and Student Affairs	3
EPLS:5252	Administration of Higher Education and Student Affairs	3
EPLS:5278	Helping Skills in Student Affairs Work	3
EPLS:6216	Finance in Higher Education	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:3710/ MUSM:3710	Fundraising Fundamentals	3
JMC:5220	Foundations of Strategic Communication	3
JMC:5225	Digital Strategic Communication	3
JMC:5260	Digital Analytics for Strategic Communication	3
JMC:5269	Media Management for Strategic Communicators	3
LAW:8879	Sports Law	2-3
LAW:8880	Baseball Salary Arbitration	1-3
LAW:8881	College Athletics Infractions Process	1-2
MGMT:9150/ HMP:6360/ PBAF:6278/ RELS:6070/ SPST:6010/ SSW:6247/ URP:6278	Nonprofit Organizational Effectiveness I	3

Admission

Applicants must meet the admission requirements of the Graduate College; see the Manual of Rules and Regulations on the Graduate College website.

Applicants must also 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 Admissions;
- a minimum grade-point average of at least 3.00 or the international equivalent as determined by Admissions;
- a personal statement;
- three letters of recommendation; and
- a résumé.

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.

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.

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 offers multiple resources to help students find internships and jobs.

Academic Plans

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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Course	Title	Hours
Academic Career		
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		
Hours		0

First Year

Fall

SRM:6251	Risk Management	3
SRM:6252	Economics and Financing	3
Elective course ^b		3

Hours 9

Spring

SRM:4197 or SRM:4199	Sport and Recreation Field Experience or Independent Sport and Recreation Field Experience	3
SRM:6253	Sport Administration	3
SRM:6254	Marketing and Sport Promotion	3

Hours 9

Second Year

Fall

SRM:6250	Research in Sport and Recreation	3
Elective course ^b		3
Elective course ^b		3

Hours 9

Spring

SRM:6255	Capstone Project ^c	3
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Hours 3

Total Hours 30

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 Students must complete 9 s.h. in elective coursework; see the General Catalog for list of approved courses. May apply a maximum total of 3 s.h. from SRM:4197 and SRM:4199. Work with faculty advisor to determine appropriate graduate elective coursework and sequence.

c Includes oral and written components.