

# 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:4196	Interscholastic Athletic Administration Field Experience	3
or SRM:4197	Sport and Recreation Field Experience	
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, SRM:4199 Independent Sport and Recreation Field Experience, or SRM:4196 Interscholastic Athletic Administration Field Experience.

Course #	Title	Hours
Sport and recreation management courses (prefix SRM) numbered 3050-4177		
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	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	Leading People and Groups	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/ PBAF:6278/ RELS:6070/ SPST:6010/ SSW:6247/ URP:6278	Nonprofit Organizational Effectiveness I	3

## Graduate Education

Graduate education prepares students with advanced knowledge and skills in specialized fields. At the University of

Iowa, the Graduate College advocates for student-centered graduate education and supports equitable application of rules and policies across graduate programs.

## Academics

University of Iowa graduate credentials are regulated by policies and requirements found in the Graduate College Manual of Rules and Regulations. This includes minimum grade-point average (GPA) requirements for academic standing and degree conferral. The Graduate College sets the minimum requirement. Individual graduate programs may establish higher GPA requirements.

## Admissions

Graduate student applicants must meet admission requirements for both the Graduate College and the program to which they have applied. University of Iowa graduate admission requirements are published by the Graduate College and on the Graduate Admissions website.

## Financial Support

Graduate students might be eligible for financial support. Several contingencies apply, including degree program and award type, satisfactory progress toward degree, satisfactory completion of all duties related to an appointment, and availability of funding. Graduate students should inquire directly with their program for more information about funding availability. The Graduate Student Employment Standards govern the employment relationship between the University of Iowa and all graduate teaching and research assistants in all matters except wages, which are covered by an existing collective bargaining agreement or the conditions of an applicable federal grant.

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