

Sport and Recreation Management, MA

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