

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.