

# SRM - SPORTS RECREATION MGT (SRM)

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**SRM 541. Outdoor Education. (3 Credits)**

Principles of environmental use, group, family, and individual camping. Outdoor teaching of environmental relationships, sports, crafts, and living skills. Weekend outdoor living experience required as part of this course. Three class periods per week. Special Fee: \$30.00 (Fall)  
Course Fees: \$30

**SRM 544. Recreation for Special Populations. (3 Credits)**

This course is an introduction to the area of therapeutic recreation and providing recreational services to special populations. Components of this course will include background information on the development of therapeutic recreation, environmental barriers and recreation opportunities, characteristics of selected populations, and program planning considerations for special populations. This is a field based course requiring students to complete a minimum of 75 clinical hours at Camp ASCCA. Special fee required. (Summer)

**SRM 600. Sport Marketing and Finance. (3 Credits)**

Emphasis on application of the principles of marketing and finance in the sport and fitness industries including the areas of professional, intercollegiate and interscholastic athletics, corporate fitness, and resorts.

**SRM 605. Sport Comm & Media Relations. (3 Credits)**

This course provides a framework for understanding the connection between the informational and commercial aspects of sport information management. Emphasis will be placed on acquisition and refinement of effective internal and external communication with all constituencies.

**SRM 610. Sport Facility Planning and Management. (3 Credits)**

Emphasis on planning sport facilities to accommodate sport events and fitness activities. Procedures for risk mitigation associated with sport events will also be covered.

**SRM 615. Intercollegiate Athletics in Higher Education. (3 Credits)**

An examination of the role of athletics in higher education, including the administration process. Emphasis will be given to the history of athletics in higher education, the emergence of the student-athlete, the development of athletic conferences and other control agencies for intercollegiate athletics, policies and administrative procedures of the NCAA, the responsibility of higher education administrators in enforcing policies for the control of intercollegiate athletics, intercollegiate athletic expenditures and revenue, and current reform strategies in intercollegiate athletics.

**SRM 679. Continued Enrollment. (1-3 Credits)****SRM 779. Continued Enrollment. (1-3 Credits)**