

SRM - SPORTS RECREATION MGT (SRM)

*Course Fees are Per Credit Hour

SRM 540. Applied Research Methods in Sport & Recreation Management. (3 Credits)

The course introduces students to applied statistical methods in Sport and Recreation Management (SRM). This course is designed to prepare SRM students to develop advanced research skills necessary to deal with a wide variety of practical problems in the field. Prerequisites: Admission to graduate program, AMP, or instructor approval. (Fall)
Course Fees: \$60

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. (Fall)
Course Fees: \$60

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)
Course Fees: \$60

SRM 545. Social Psychology of Leisure. (3 Credits)

This course will provide students an exploration into the psychological and social aspects of leisure and recreation. The course will require a comprehensive inquiry into related topic research supplemented by books and journal articles. The course incorporates references to newer literature, and is intended to serve as a source-book for leisure researchers in providing context and even direction when conducting studies that employ a social psychological approach. The course will aid students in targeting specific program participant outcomes based on motivations, barriers, and other social factors. The course will support graduate students interested in conducting thesis projects and research through continued research of current peer reviewed studies into the social psychology of leisure. (Fall, Even-numbered years)
Course Fees: \$60

SRM 550. Qualitative Methods in Sport & Recreation Management. (3 Credits)

Students will overview qualitative methods that can be applied to research within various SRM settings. Some theories and techniques will be overviewed, which include grounded theory, autoethnographies and ethnographies, case studies, discourse, and critical discourse analysis, ethnomethodology, gender theories, narrative inquiry, phenomenological studies, inductive and deductive coding, triangulation, and preparing a research event. Prerequisites: Graduate Student Status in SRM Major or Instructor Approval.
Course Fees: \$60

SRM 555. Quantitative Methods in Sport & Recreation Management. (3 Credits)

Study of quantitative research methods and analysis used in sport and recreation management related disciplines. Special attention will be given to the theoretical and practical basis of research including but not limited to research process, research design, research report, descriptive statistics, correlation, regression, t-test, analysis of variance, chi-square tests, structural equation modeling, factor analysis, (exploratory factor analysis, confirmatory factor analysis).
Course Fees: \$60

SRM 600. Marketing in Sport and Recreation Management. (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.
Course Fees: \$60

SRM 602. Recreation, Event, & Tourism Management. (3 Credits)

This course will allow students to have mastery level competencies in the recreation, event, and tourism (RET) management fields. This course will study topics such as commercial business ventures in recreation and tourism, entrepreneurship, products and services in RET, retail, profit centers, and facilities in RET, marketing, promotions, communications in RET, management, leadership, and team building, quality management and customer loyalty, ethics, environmental management, sustainability, liability and risk management, financial planning, business plans, career preparation, and others. Prerequisites: SRM Graduate Student Status or Permission from Course Instructor.
Course Fees: \$60

SRM 605. Media Relations in Sport & Recreation Management. (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.
Course Fees: \$60

SRM 610. Sport Facility Planning and Organizational Behavior. (3 Credits)

This course will overview management and leadership styles as they relate to sport and recreation facility management. Students will overview preparation for sport and recreation related events/activities, mitigate risks, understand organizational management theories and practices, motivation, stress, individual and group behavior, organizational structures, power, politics, job descriptions and design, decision making, types of organization communications, and organizational development. Prerequisites: SRM Graduate Student Status or Permission from Course Instructor.
Course Fees: \$60

SRM 615. Finance & Accounting Practices in Sport & Recreation Management. (3 Credits)

This course covers basic principles of accounting and finance in the context of sport and recreation management. Emphasis will be placed on the application of basic concepts, principles, and theories to the financial decision making of profit or non-profit enterprises in the sport and recreation industry.
Course Fees: \$60

SRM 625. Sport Sales & Analytics. (3 Credits)

This course will overview best practices in both selling and analytics within the context of the sport industry. This course will enhance the student's abilities in a variety of related areas through mastering sales techniques, and applicable analytical techniques to the sport sales sector. Prerequisites: Admission into a UNA graduate program, AMP program, or instructor approval. (Fall on sufficient demand)
Course Fees: \$60

SRM 630. Sport Governance. (3 Credits)

Governing bodies pass and enforce regulations that impact several career fields in sport management, including compliance, athletic academic support, media relations, marketing, coaching, finance, etc. The purpose of the course is for students to be able to identify and evaluate regulations that impact their work within their desired career field of sport management. Moreover, sport management students pursue internships and jobs with governing bodies in sport.
Course Fees: \$60

SRM 641. Advanced Recreation Programming and Leadership. (3 Credits)

Methods of and leadership in organizations and conducting recreational programs for all ages and ability groups. Emphasis on programming principles, planning goals and objectives, and program organization and evaluation. Emphasis will also be given to leadership techniques, group dynamics, and communication skills. (Spring)
Course Fees: \$60

SRM 645. eCommunications in Sport. (3 Credits)

This course is designed to give students an overview on the changes in public relations and marketing to sports entities with the rollout of Web 2.0, interactive webpages, and social media. Students will be equipped with an understanding and application capabilities to use these forms of eCommunication to enhance a sport entity's presence. Further, students will understand and apply social media to marketing strategies and public relations based scenarios to increase their sport entity's brand image. Prerequisites: Admission as a graduate student, AMP student, or instructor approval. (Fall on sufficient demand)
Course Fees: \$60

SRM 650. Leadership Concepts in Sport & Recreation Management. (3 Credits)

This course overviews knowledge related to leadership theory, principles, group dynamics, and face-to-face leadership techniques seen throughout sport and/or recreation management. Students will gain an understanding of effective leadership theories and techniques as they are applied in a field setting. Further, students will better understand and critique their own styles of leadership. Prerequisites: SRM Graduate Student Status or Permission from Course Instructor.
Course Fees: \$60

SRM 655. Sport Consumer Behavior. (3 Credits)

This course is designed to provide an overview of sport consumer behavior with an emphasis on consumer decision making, motivation, constraints in sport engagement, segmentation, attitudes, personality, life style, involvement, and consumer satisfaction in sport.
Course Fees: \$60

SRM 665. Risk Management in Sport & Recreation Management. (3 Credits)

This course will prepare students to proactively work to mitigate risks in sport and recreation management areas. Emphasis will be placed on risk management best practices in sport and recreation management positions. Areas that will be covered will include negligence, an overview of the legal system, defamation, assault, battery, waivers and other forms of legal mitigation, and defenses to lawsuits in all areas previously described. Prerequisites: Graduate Student Status in SRM Major or Instructor Approval.
Course Fees: \$60

SRM 675. Legal Issues in Sport and Recreation Management. (3 Credits)

Emphasis on legal issues and concepts related to areas of the health and physical education industry. Areas covered will include negligence, intentional torts, contracts, constitutional law, personnel issues, and risk management from a legal perspective. Prerequisites: SRM 665 with a grade of C or greater.
Course Fees: \$60

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

Course Fees: \$60

SRM 685. Internship in Sport & Recreation Management. (3 Credits)

Students will be assigned to an appropriate health, exercise science, recreation or sport management agency for the purpose of experiencing a minimum of 200 hours of extended field experience. These 200 hours of field experience may be equally split between two separate agencies at the discretion of the program coordinator. Students will be consulted as to the agency with which they would desire to intern. At the completion of the internship, each student will provide a portfolio describing and providing examples of work completed and make an oral presentation to peers and departmental faculty. For students in the recreation and sport management concentration, this course will be taken concurrently with SRM 497, Internship.
Course Fees: \$60

SRM 690. Independent Study. (1-3 Credits)

Open to sport and recreation management graduate students upon submission of request and approval by the department chair. Provides opportunity for study, research or special field experiences in health and physical education based on appropriateness as determined by the department chair and faculty supervision. Prerequisite: Approval of Department Chair. (Fall, Spring, Summer)
Course Fees: \$60

SRM 693. Comprehensive Exams in Sport & Recreation Management. (0 Credits)

This non-credit course is required of all students enrolled in the non-thesis program of study in the Sport & Recreation Management program. Administration of a written comprehensive examination covering courses required as part of the graduate program of study in the core and concentration areas. This course may be taken during the term in which the student expects to complete all remaining program of study requirements or during the term immediately following completion of all program of study requires. The grade for this course will be "S" indicating satisfactory completion of all comprehensive exams or "U" indicating unsatisfactory performance on all or part of the comprehensive exam. Students receiving a grade of "U" may repeat the course once; a grade of "S" is required for completion of a student's program of study. TEXT : No texts are required for this course. PREREQUISITES: Completion of all course work in the graduate program of study or enrollment in the last semester of graduate course work before graduation.
Course Fees: \$60

SRM 695. Thesis in Sport & Recreation Management. (3-6 Credits)

Students will select a research topic of their interest, and complete an in-depth and thorough thesis based on a research problem selected from said research topic. Students will be expected to select a research problem, complete a thorough, pertinent, and if applicable, timely literature review, submit an IRB proposal (with the help of their thesis advisor, if needed), logically describe their methodology, ethically and soundly collect and analyze data, write a grounded and insightful discussion, and defend their thesis in a public forum. Students will also propose their thesis idea before their thesis committee before data collection, analysis, and the writing of the discussion/conclusion section. Thesis papers must be formatted to a particular academic journal, which must be identified and agreed upon by the advisor and thesis committee.

Course Fees: \$60

SRM 700. Marketing in Sport and Recreation Management. (3 Credits)

This course develops essential knowledge and skills for implementing and controlling the strategic marketing process in sport and recreation management. Emphasis will be placed on the application of basic marketing concepts and principles as well as advanced marketing theories to strategic marketing planning. Further, students will be exposed to various modes of professional and theoretical applications to strategic marketing in SRM, including marketing research process, consumer behavior, segmentation, targeting, positioning, product characteristics, product development process, communication process, promotion planning, advertising, sponsorship programs, pricing concepts and strategies, strategic marketing process in SRM. Prerequisite: Admission to Graduate Program in Kinesiology or Instructor Permission. (Fall, Spring, Summer)

Course Fees: \$60

SRM 744. Recreation for Special Populations. (3 Credits)

Theoretical and philosophical foundations of therapeutic recreation, history of therapeutic recreation, concepts of illness and disability role of the professional recreation therapist, and survey of therapeutic recreation services and settings. Prerequisite: Admission to Graduate Program in Kinesiology or Instructor Permission. (Fall, Spring, Summer)

Course Fees: \$60

SRM 765. Risk Management in SRM. (3 Credits)

This course will prepare students to proactively work to mitigate risks in sport and recreation management areas. Emphasis will be placed on risk management best practices in sport and recreation management positions. Areas that will be covered will include negligence, an overview of the legal system, defamation, assault, battery, waivers and other forms of legal mitigation, and defenses to lawsuits in all areas previously described. Prerequisite: Admission to Graduate Program in Kinesiology or Instructor Permission. (Fall, Spring, Summer)

Course Fees: \$60

SRM 770. Legal Issues in Sport and Recreation Management. (3 Credits)

This course will prepare practitioners to avoid common forms of litigation, personally and from an organization's standpoint. Emphasis will be on sport and recreation areas. Areas covered will include intentional torts, contracts, constitutional law, personnel issues, and worker's compensation and insurance from a legal perspective. Prerequisite: Admission to Graduate Program in Kinesiology or Instructor Permission. (Fall, Spring, Summer)

Course Fees: \$60

SRM 775. Problems in the Administration of Health and Physical Education Related Programs. (3 Credits)

Emphasis on administrative procedures applicable to operation of health and physical education related programs. Areas covered will include development of mission statements and organizational goals, personnel and budgeting issues, facilities and equipment management, programming and event management, and liability and risk management. Prerequisite: Admission to Graduate Program in Kinesiology or Instructor Permission. (Fall, Spring, Summer)

Course Fees: \$60

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

Course Fees: \$60