

BS MAJOR IN SPORT AND RECREATION MANAGEMENT

Requirements for the Bachelor of Science Degree in Sport and Recreation Management

Additional Graduation Requirements (<https://catalog.una.edu/undergraduate/academic-procedures-requirements/graduation-requirements/>)

Code	Title	Hours
General Education Component (https://catalog.una.edu/undergraduate/academic-procedures-requirements/general-education-component/)		
Area I (Written Composition)		6
Area II (Humanities and Fine Arts)		12
PHL 250	Business Ethics (PHL 250 is required for this major under the Area II Gen Ed component)	
Area III (Natural Sciences and Mathematics)		11
Area IV (History, Social and Behavioral Sciences) ¹		12
Area V (https://www.una.edu/areav/)		
Additional Requirements		
CIS 125	Business Applications of Microcomputer Software	3
COM 205	Communication in a Global Age	3
or EC 251	Principles of Macroeconomics	
HPE 233	First Aid	3
PE Activity (Advisor Approved)		1
SRM 222	Introduction to Sport and Recreation Management	3
SRM 240	Economics of Sport	3
SRM 270	Practicum in Sport and Recreation Management	3
Major Core Requirements		
HPE 000	Senior Portfolio	0
HPE 466W	Legal Issues and Risk Management in Sport and Leisure Activities	3
HPE 498	Internship	6
SRM 305	Marketing of Sport and Recreational Activities	3
SRM 310	Sport Facilities and Events Management	3
SRM 410	Management of Sport and Recreation Organizations	3
SRM 498	Internship	6
COM 410	Layout and Design I	3
Major Concentration Requirements		33
Select one of the following concentrations:		
Recreation Management Concentration (p. 1)		
Sport Management Concentration (p. 1)		
Total Hours		120

¹ For Area IV Gen Ed requirements HPE 175 or HPE 213 and SRM 200 are strongly recommended.

Recreation Management Concentration

Code	Title	Hours
Concentration Core:		
HPE 102	Weight Training and Conditioning	1
or HPE 105	Walking/Jogging/Running	
HPE 130	Beginning Swimming	1
or HPE 131	Intermediate Swimming	
Lifetime Activity (Advisor Approved)		1
SRM 340	Commercial Recreation and Tourism	3
SRM 341	Recreational Programming and Leadership	3
SRM 441	Outdoor Education	3
SRM 444	Recreation for Special Populations	3
SRM 480	Recreational Leadership	3
or HPE 490	Research Methods: Introduction to Concepts and Analyses	
Select one of the following emphases:		18
Community Coaching and Officiating Emphasis		
HPE 225	Nutrition and Human Performance	
HPE 226	Introduction to Team Sports	
HPE 275	Officiating Sports	
HPE 352	Kinesiology	
HPE 421	Psychology of Coaching	
HPE 450	Motor Learning	
Community Recreation Emphasis		
COM 230	Foundations of Public Relations	
HPE 401	Adapted Physical Education	
MK 360	Principles of Marketing	
SO 403	Gerontology	
or FS 401	Family Life Education	
SRM 345	Natural Resource Management	
SRM 372	Golf for the Business Professional	
Outdoor Recreation Emphasis		
SRM 250	Wilderness First Responder	
or SRM 346	National Parks and the National Park Service	
or SRM 450	Outdoor Leadership	
or SRM 451	Expedition Leadership	
SRM 330	Camp Leadership	
SRM 335	Interpretation of Cultural and Natural Resources	
SRM 345	Natural Resource Management	
SRM 346	National Parks and the National Park Service	
or SRM 450	Outdoor Leadership	
or SRM 451	Expedition Leadership	
SRM 348	Challenge Course Leadership	
or SRM 445	Adventure Therapy	
or SRM 252	Wildland Firefighter	
Total Hours		36

Sport Management Concentration

Code	Title	Hours
Concentration Core:		
SRM 230	Sociology of Sport	3
SRM 300	Sport Finance	3

SRM 315	Governance and Leadership of Sport	3
SRM 320	Sport Communication	3
SRM 405	Generating Revenue in the Sport Industry	3
SRM 420	Seminar in Sport Management	3
or HPE 490	Research Methods: Introduction to Concepts and Analyses	
Select one from the following:		3
HPE 370	Theory and Practice in Coaching Sports	
HPE 421	Psychology of Coaching	
SRM 327	Sport Analytics	
SRM 372	Golf for the Business Professional	
Select one of the following emphases:		12
Communication Emphasis		
COM 215	Media Writing	
COM 220	Basic Reporting	
COM 230	Foundations of Public Relations	
COM 243	Aural-Visual Production	
Esport Emphasis		
SRM 321	Psychology of Esport and Video Games	
SRM 325	Contemporary Issues in Esport	
ENT 340	Live Production Technology	
MK 487	Digital Marketing	
Management Emphasis		
Select 12 hours from the following:		
MG 330	Principles of Management	
MG 331	Leadership and Organizational Behavior	
MG 362	Human Resources Management	
MG 382W	Managerial Communications	
MG 391	Entrepreneurship	
Marketing Emphasis		
Select 12 hours from the following:		
MK 360	Principles of Marketing	
MK 363	Integrated Marketing Communications	
MK 395	Entrepreneurial Marketing	
MK 362	Personal Selling	
MK 476	Consumer and Market Behavior	
Total Hours		33