

# SPORT MGMT & REC STUDIES (SMR)

## **SMR 221 Foundations of Sport Management and Recreation (WI) (3)**

The basic concepts of the sport management and recreation fields. Theories, concepts, philosophies, and common industry practices in sport management and recreation. (Writing Intensive Course)

## **SMR 231 History of Sport (3)**

This course will provide students with an understanding of the historical context on the development of sport. Students will learn how sport has shaped society, and how society has shaped sport over the course of time.

## **SMR 240 Introduction to eSports (3)**

The purpose of this course is to introduce students to the fundamental concepts, principles, policies, and common industry practices that are standard with the eSports ecosystem in both recreation and competitive eSports management. This is an introductory course covering a broad variety of topics, ranging from governance and policy to the necessary components of event production. This course will assist students in the acquisition of skill-based competencies that are necessary for a career in an emerging and/or non-traditional sport.

## **SMR 271 Recreational Games and Group Development Activities (2)**

An introduction to games for all populations including recreational, educational, developmental, and therapeutic settings. Emphasis is on cooperative games and group development activities.

## **SMR 275 Outdoor Pursuits Expedition Field Seminar (3)**

Intensive technical skills training in selected land and water outdoor pursuits including backpacking and canoe/kayak touring leading to certifications. Student pays all expenses.

## **SMR 301 Youth Sports Program (3)**

Methods and principles of organizing and administering youth sports programs. Activities include directed practical experiences.

## **SMR 302 Field Experience in Sport Management and Recreation (3)**

A minimum of 100 clock hours is required. This course will provide practical field experiences in one of the following areas of concentration: community recreation and youth sports, camping and outdoor education, youth development, and the various areas in the sports industry.

## **SMR 305 Organizational Concepts in Sports (3)**

This course provides a comprehensive overview of the organizational principles and practices that underpin the sports, recreation, and tourism industry. Students will explore the unique challenges and opportunities faced by organizations, from municipal recreation programs, public institutions, professional leagues, amateur sporting associations, and governing bodies.

## **SMR 310 Outdoor Education (3)**

This course highlights the out-of-doors and its potential for enhancing the Recreational Leadership concentration. Particular emphasis is placed on activities and educational opportunities in the out-of-doors. The student pays all expenses.

## **SMR 311 Recreation for the Aged (3)**

The course provides the student knowledge of recreational activities suitable for the older adult. The class includes directed practical activities.

## **SMR 312 Organization and Administration of Camp Programming (3)**

Methods of organization and administration of camp programs including knowledge of standards, utilization of facilities, and personnel roles.

## **SMR 321 Sports Officiating I (3)**

Basic principles, concepts, mechanics, and rules applications for officiating football and/or volleyball athletic contests according to the policies of the National Federation of High School Associations.

## **SMR 322 Sports Officiating II (3)**

Basic principles, concepts, mechanics, and rules applications for officiating basketball and/or baseball/softball athletic contests according to the policies of the National Federation of High School Associations.

## **SMR 325 Municipal Parks and Recreation (3)**

This course is designed to provide students with a comprehensive understanding of the principles, practices, and challenges in managing municipal parks and recreation systems. Students will explore the role of parks and recreation in enhancing community well-being, promoting public health, and fostering environmental stewardship. The course will emphasize practical skills and knowledge necessary for effective administration, program development, and facility management in local government settings.

## **SMR 330 Research Methods in Sport Management and Recreation (WI) (3)**

Prerequisite(s): SMR 221 with a "C" or better.

The purpose of this course is to introduce students to an integrated experience that will enable them to demonstrate the capacity to synthesize and apply knowledge from empirical research of an issue as it relates to their career aspirations. (Writing Intensive Course)

## **SMR 331 Topics in International Sport Management and Recreation (3)**

The purpose of this course is to introduce students to the fundamental concepts associated with effective and successful international management strategies within the Sport Management and Recreational Leadership field.

## **SMR 335 Human Resource Management in Sport and Recreation (3)**

The purpose of this course is to introduce to students the fundamental concepts, principles, and application associated with managing employees in relation to the sport management and recreational leadership field.

## **SMR 340 Legal and Ethical Aspects of Sport Management and Recreation (3)**

The purpose of this course is to introduce students to the fundamental concepts, principles, and applications associated with the legal system in relation to the sport and recreation industries. This course was developed with the purpose of providing students with a general overview of the legal issues that professionals in the sport and recreational fields encounter.

## **SMR 350 Security Management in Sports (3)**

The purpose of this course is to introduce to students the fundamental concepts, principles, and best practices of sport event security, homeland security, and risk management for safeguarding our stadiums, venues, and arenas. This course will cover in specific detail the aspect of data-driven decisions and protections as it pertains to densely populated areas containing groups of people.

## **SMR 355 Principles of Finance in Sport Management and Recreation (3)**

The purpose of this course is to introduce students to the fundamental concepts, principles, and applications associated with finance in recreation and sport management. It is a general sport finance course covering a broad variety of topics ranging from basic financial concepts to budget formats. This course was developed with the purpose of providing students with a general overview of the recreation and sport financial issue they are likely to encounter in their professional careers.

**SMR 360 Challenge Course Programs and Management (3)**

Provides theoretical and experiential understanding of program and management practice associated with the use of Low Challenge Courses in education, recreation, and therapeutic settings. Technical skill development, facilitation strategies, safety procedures, equipment management, and program design are addressed.

**SMR 370 Concepts of Tourism (3)**

The purpose of this course is to introduce students to the core ideas, approaches, guidelines, and principles underlying the distinctive and dynamic nature of the tourism industry. Planning, management, technical developments, and sociological trends are among the topics that will be covered.

**SMR 371 Analysis of Tourism (3)**

The purpose of this course is to provide students with knowledge of analysis, assessment, and evaluation of potential markets for tourism. Topics will include an examination of economic, sociological, technical, natural, and cultural factors; infrastructure and transportation issues; and feasibility studies.

**SMR 372 Sustainable Tourism (3)**

The purpose of this course is to provide an understanding of the idea of developing tourism sustainably. This will be done in the context of sustainable livelihoods and conservation, theory, practice, history, language, and concerns in sustainable management and tourism. There will be a thorough examination of all aspects of sustainable tourism, including poverty reduction through travel, the use of natural resources as attractions and destinations, social responsibility, setting policies, and sustainability principles.

**SMR 373 Tourism Management (3)**

The purpose of this course is to build an understanding of tourism management principles, the evolution and future development of tourism, and the challenges facing tourism managers in this fast-growing sector of the world economy. This course contains short case studies of contemporary themes of interest, as well as new data, statistics, weblinks to key reports, and industry studies.

**SMR 374 Inclusive Tourism and Recreation (3)**

This course examines the principles and practices of inclusion in the tourism and recreation industries. Students will explore the diverse needs and preferences of individuals with disabilities, older adults, and other marginalized groups. Students will learn how to develop and deliver inclusive experiences that are accessible and welcoming to everyone.

**SMR 410 Business of Sport (3)**

Prerequisite(s): SMR 340 and EC 221 or EC 222.

A macro-economical view of the professional and intercollegiate sport industry. Topics will include: revenue sharing, collective bargaining, labor issues, antitrust issues, sport franchise valuation, Olympics, and athlete compensation mechanisms.

**SMR 420 Youth Development Leadership (3)**

A comprehensive examination of theory and practice in contemporary youth development leadership and youth serving agencies.

**SMR 425 Contemporary Issues in Sport Management and Recreation (3)**

Prerequisite(s): Junior standing.

The purpose of this course is to introduce students to the fundamental concepts associated with current issues and trends within the Sport Management and Recreational Leadership field.

**SMR 440 Communication in Sport (3)**

The purpose of this course is to introduce students to the fundamental concepts and common practices associated with communicating in the sport industry that include: history and development; role of mass media, digital, mobile, and social media; integrated communication; crisis communication; sociological aspects of communication; legal issues in sport communication.

**SMR 450 Sport and Recreation Facility Management (3)**

This course is designed to introduce students to the principles, application, and topics of sport and recreational facility management. After completing this course students will have gained valuable insight into theory and practice of sport and recreation facility management for a diverse range of sport and recreation facilities.

**SMR 466 Public and Media Relations (3)**

The purpose of this course is to introduce students to the fundamental concepts associated with public and media relations within the Sport Management and Recreational Leadership field.

**SMR 470 Natural Resource Management in Tourism (3)**

The purpose of this course is to introduce students to the fundamental concepts, methods, best practices, and principles associated with analyzing the supply and demand of natural resources for recreation uses, with emphasis on relationships between public and private roles and responsibilities. The social, environmental, and economic impacts of recreation are examined.

**SMR 471 Sport Tourism (3)**

The purpose of this course is to introduce students to the concepts, theories, and practical applications of tourism specifically related to the sport industry.

**SMR 472 Thematic Tourism (3)**

The purpose of this course is to introduce students to the concepts, theories, and practical applications of the tourism industry with designated themes.

**SMR 473 Analysis of Policy in Tourism (3)**

Corequisite(s): SMR 370 and SMR 371.

Prerequisites or The purpose of this course is to introduce students to tourism policy and planning concepts, methods, planning, and best practices. Topics will include analyzing tourism policy development processes, relevant global policy issues, and critical analysis of tourism.

**SMR 474 Leadership in Tourism and Recreation (3)**

This course examines the principles and practices of leadership in the tourism and recreation industries. Students will explore the roles and responsibilities of leaders in these dynamic and constantly evolving fields. The students will develop an understanding of leadership theories and models and how to apply them in real-world situations.

**SMR 476 Sport Management and Recreation Marketing (3)**

This course is designed to introduce students to the principles and application of marketing theory to the sport and recreation industries. This is a general course covering a wide range of sport marketing topics. These topics include promotion and media relations in sport and recreation, licensing and sponsorship of sport products, and the marketing mix strategies for sport and recreation organizations. After completing this course students will have gained valuable insight into the theory and practice of sport marketing strategies for a diverse range of sport and recreation organizations. Students enrolled in Easter Master's program may take the graduate level equivalent (HPE 576 Sport Marketing) in lieu of this course to count toward undergraduate degree completion.

**SMR 480 Practicum in eSports (3)**

The purpose of this course is to facilitate field experience learning opportunities within the eSports industry so that students can gain valuable and practical experiences under the supervision of a professional practitioner. This symbiotic relationship enhances the student's marketability in the field of eSports. Furthermore, this course is designed to provide eSports students with an opportunity to gain experience as creative decision-makers and to better prepare them to enter the eSports industry. This practicum shall consist of no less than 100 clock hours.

**SMR 486 Event Planning in Sport Management and Recreation (3)**

Prerequisite(s): Successful completion of SMR 221 with a C or better.

The purpose of this course is to introduce students to the fundamental concepts associated with event management within the Sport Management and Recreational Leadership field. Students enrolled in the Faster Master's program may take the graduate level equivalent in lieu of this course to count toward undergraduate degree completion.

**SMR 490 Sport Management and Recreation Administration (WI) (3)**

Prerequisite(s): Senior standing.

The purpose of this course is to introduce students to the fundamental concepts, practices, principles, and application associated with managing recreation and sport organizations. It is a general sport management and recreation course covering a broad variety of topics ranging from the functions of management to organizational effectiveness. (Writing Intensive Course)

**SMR 491 Senior Capstone Project in Sport Management and Recreation (WI) (1)**

Prerequisite(s): SMR 330, SMR 340, and SMR 355 with a C or better.

The Senior Capstone Project course serves as the culminating experience for undergraduate students pursuing a degree in Sport Management and Recreation Studies degree. This advanced-level course integrates knowledge and skills acquired throughout the program, allowing students to apply theoretical concepts to real-world scenarios in the dynamic fields of sports, tourism, and recreation. Emphasizing a comprehensive approach, the capstone engages students in critical thinking, strategic planning, and problem-solving exercises within the context of the sports, tourism, and recreation industries. (Writing Intensive Course)

**SMR 492 Internship in Sport Management and Recreation (6)**

Practical field experiences in selected programs.