



SPORT AND RECREATION MANAGEMENT IS...

Athletics and fitness are woven into our lives from our playgrounds and parks to our stadiums. Whether you're working with a professional sports team, at a commercial fitness business or for a parks and recreation department, you'll need competencies in marketing, leadership and project management to succeed. If you are energetic, enjoy promotions and love being around sports and fitness activities, this may be the path for you.

PROGRAM HIGHLIGHTS

- Experiential Learning Programs
- College of Business Minor
- Industry-Experienced Faculty
- Strong Alumni Relations
- Active Professional Student Organizations



Amanda (Cramer) Allhouse ('11)
Specialist, Global Partnerships,
National Basketball Association

'The knowledge and mentorship that I received from the first-class faculty and staff assisted in shaping the professional that I am today. Additionally, the hands-on experiences that I was exposed to helped to prepare me for my career.'

CAREER POSSIBILITIES

- Aerobics Instructor
- Athletic Coach
- Athletic Contract Manager
- Athletic Development Officer
- Athletic Director
- Campus Recreation Director
- Community Center Director
- Corporate Fitness Leader
- Director of Corporate Sales
- Director of Stadium Operations
- Director of Ticket Operations
- Fitness/Health Club Manager
- Media Relations Specialist
- Professional Sports Scout
- Promotion Director
- Recreation Professional
- Sports Agent
- Sports Camp Director
- Sports Event Coordinator
- Sports Information Specialist
- Sports Marketing Specialist
- Sportscaster
- YMCA Youth Leader
- Youth Programs Director

CO-CURRICULAR ORGANIZATIONS

- Sport and Leisure Association of Madison (SLAM)
- Club Managers Association of America (CMAA)
- Hospitality Sales and Marketing Association International (HSMIA)
- National Society of Minorities in Hospitality (NSMH)
- Professional Convention Management Association (PCMA)



B.S. REQUIREMENTS: TRADITIONAL PATHWAY

ACADEMIC PLANNING

CAREER PLANNING

FRESHMAN YEAR

SRM/HM 201: Foundations of HSRM (3)
SRM/HM 202: Foundations of Leadership (3)
General Education (21)

- Explore majors
- Complete self assessments
- Attend department workshops
- Build rapport with faculty
- Establish excellent GPA
- Join a student organization
- Consider study abroad program
- Practice professional etiquette

SOPHOMORE YEAR

SRM 241: Introduction to SRM (3)
SRM 242: Sociology and Psychology of SRM (3)
SRM 282: Practicum in SRM (3)
ACTG 244: Accounting, Non-Business Majors (3)
CIS 204: Computer Information Systems (3)
ECON 201: Principles of Economics, Micro (3)
General Education (9)
Quantitative Requirement (3)

- Identify skills and values
- Attend career related events
- Apply for internship/externship
- Build resume and references
- Research employers
- Consider a minor or technical skill
- Activate Handshake account
- Gain career related experience

JUNIOR YEAR

SRM 333: Management in SRM (3)
SRM 334: Introduction to Sport Media (3)
SRM 337: Programming and Assessment (3)
FIN 345: Finance for Non-Finance Majors (3)
MGT 305: Management and Org Behavior (3)
MKTG 380: Principles of Marketing (3)
General Education or University Electives (12)
*SUMMER **SRM 482:** SRM Internship (6)

- Apply for an internship
- Practice mock interviews
- Develop job search strategy
- Develop technical skills
- Attend externship fair
- Brand online presence (LinkedIn)
- Seek leadership roles

SENIOR YEAR

SRM 434: Ethical and Legal Issues in SRM (3)
SRM 435: Sport Marketing and Sales (3)
SRM 436: Facilities and Events in SRM (3)
SRM 438: Human Resources in SRM (3)
SRM 440: Sport and Recreation Management Seminar (3)
General Education or University Electives (12)

- Apply for full-time employment
- Use on-campus recruiting
- Follow up on job leads
- Connect with Alumni Relations
- Negotiate salary

THINKING OF CHANGING YOUR MAJOR?

Students considering a change of major into this program are required to attend an orientation meeting prior to obtaining a major change approval.

New major orientations are hosted periodically throughout each semester, and students may sign up for a session by visiting the Hart School Advising website.

FOR MAJOR ADVISING

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jmu.edu/hartschool/students/advising.shtml