
Sport and Recreation Management

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Associate Professors

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Assistant Professors

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Lecturers

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Mission Statement

The mission of the sport and recreation program is to develop a community of learners through quality education that integrates theory, practice, and personal growth in the hospitality, sport and recreation industries.

We are dedicated to the development of future leaders in sport and management professions through a course of study that maximizes the potential of individuals and society.

Sport and recreation management is committed to providing:

- An outstanding undergraduate program based on the criteria of relevant professional associations, which will enable graduates to be successful in their professional endeavors.
- A program that builds upon the strong liberal studies background provided through General Education.
- The opportunities that challenge students to think critically, to use technology and to appreciate the global community.
- The research and development projects that push back the boundaries of knowledge and promote effective practice in sport and recreation management.

Career Opportunities

Graduates with this degree will be employed in professional sport organizations, semi-professional sport organizations, collegiate athletics, sport marketing agencies, sport broadcasting venues, facility management in both sport and recreation, community recreation agencies, commercial recreation agencies, theme parks, military recreation as well as hotels, resorts and other hospitality and entertainment venues.

Careers in sport and recreation management are plentiful. The listing below offers examples of possible career paths and is not meant to be comprehensive.

- Fitness/Health Club Manager
- Sportscaster
- Aerobics Instructor
- Sports Agent
- Athletic Coach
- Athletic Director
- Sports Event Coordinator
- Media Relations Specialist

- Sports Information Specialist
- YMCA Youth Leader
- Recreation Professional
- Sports Marketing Specialist
- Community Center Director
- Corporate Fitness Leader
- Director of Stadium Operations
- Director of Ticket Operations
- Professional Sports Scout
- Promotion Director
- Youth Programs Director
- Campus Recreation Director
- Athletic Contract Manager
- Sports Camp Director

Co-Curricular Activities

In order to enhance the educational, experiential, networking and professional opportunities for our students, sport and recreation management (SRM) offers and encourages involvement in a wide variety of co-curricular activities and SRM-related conferences and organizations. Co-curricular activities also include required practicum and internship experiences for which academic credit is given.

Conferences and Events

- Sports Events Marketing Experience (SEME)
- Sport Industry Networking and Career Conference (SINC)
- National Intramural Recreational Sports Association (NIRSA) Annual Conference and Recreational Sports Expo
- National Recreation and Parks Association (NRPA) National Conference
- Association of Outdoor Recreation Education Annual Conference

Professional Organizations

- National Intramural Recreational Sports Association (NIRSA)
- National Recreation and Parks Association (NRPA)
- North American Society for Sport Management (NASSM)
- American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD)
- Association of Outdoor Recreation and Education

JMU Clubs and Organizations

- Phi Epsilon Kappa
- SRM Major's Club (SLAM)
- Sports Clubs

Practicums and Internships

SRM requires its students to complete a practicum and an internship. Both count as academic credit hours. These are opportunities for the student to gain valuable experience by working in his/her field of choice in a sport or recreation-related agency. The opportunities are almost endless.

While enrolled in SRM 482. Internship in Sport and Recreation Management, students may only take one additional course (three or four credit hours). The additional course must be approved in advance by the site supervisor and the SRM director.

Degree and Major Requirements Bachelor of Science in Sport and Recreation Management

Required courses	Credit Hours
General Education ¹	41-44
Quantitative requirement (in addition to General Education)	3
Scientific Literacy requirement (in addition to General Education)	3-4
Sport and Recreation Management core courses	9
Major requirements	36
General Business Minor for Sport and Recreation Management ²	18
University Electives	6-10
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¹ The General Education program contains a set of requirements each student must fulfill. The number of credit hours necessary to fulfill these requirements may vary.

² Successful completion of these courses with a 2.0 GPA will qualify the student for a general business minor; however, it is the responsibility of the student to complete the necessary paperwork in the College of Business to apply for the minor.

Major Requirements

Required Courses	Credit Hours
SRM/HM 201. Foundations of Hospitality, Sport and Recreation Management	3
SRM/HM 202. Foundations of Leadership in Hospitality, Sport and Recreation Management	3
SRM/HM 203. Foundations of Ethics and Law in Hospitality, Sport and Recreation Management	3
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Sport and Recreation Management Major Courses	Credit Hours
SRM 241. Introduction to Sport and Recreation Management	3
SRM 242. Sociology and Psychology of Sport and Recreation Management	3
SRM 282. Practicum in Sport and Recreation Management	3
SRM 333. Management in Sport, Recreation and Fitness Settings	3
SRM 334. Introduction to Sport Media	3
SRM 337. Programming and Assessment in Sport and Recreation Management	3
SRM 434. Ethical and Legal Issues in Sport and Recreation	3
SRM 435. Sport Marketing and Sales	3
SRM 436. Facilities and Events in Sport and Recreation Management	3
SRM 438. Human Resources in Sport and Recreation Management	3
SRM 482. Internship in Sport and Recreation Management	6
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Minor Requirements

General Business Minor

No more than 30 credit hours may be taken in the College of Business. Students in sport and recreation management must declare the business minor through the College of Business.

General Business Minor Courses	Credit Hours
COB 204. Computer Information Systems	3
ACTG 244. Accounting for Non-Business Majors ¹	3
ECON 201. Principles of Economics (Micro)	3
FIN 345. Finance for the Non-Financial Manager	3
MGT 305. Management and Organizational Behavior	3
MKTG 380. Principles of Marketing	3
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¹ Successful completion of COB 242 will substitute for ACTG 244.

Recommended Schedule

First Year	Credit Hours
General Education	21
SRM/HM 201. Foundations of Hospitality, Sport and Recreation Management	3
SRM/HM 202. Foundations of Leadership in Hospitality, Sport and Recreation Management	3
SRM/HM 203. Foundations of Ethics and Law in Hospitality, Sport and Recreation Management	3
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Second Year	Credit Hours
General Education	9
SRM 241. Introduction to Sport and Recreation Management	3
SRM 242. Sociology and Psychology of Sport and Recreation	3
SRM 282. Practicum in Sport Recreation	3
COB 204. Computer Information Systems	3
ECON 201. Principles of Economics (Micro)	3
ACTG 244. Accounting for Non-Business Majors	3
Quantitative Requirement	3
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Third Year	Credit Hours
General Education and University Electives	12
SRM 333. Management in Sport and Recreation	3
SRM 334. Introduction to Sport Media	3
SRM 337. Programming and Assessment in Sport and Recreation Management	3
FIN 345. Finance for the Non-Financial Manager	3
MKTG 380. Principles of Marketing	3
MGT 305. Management and Organizational Behavior	3
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Fourth Year	Credit Hours
University Electives	12
SRM 434. Ethical and Legal Issues in Sport and Recreation	3
SRM 435. Sport Marketing and Sales	3
SRM 436. Facilities and Event Management in Sport and Recreation Management	3
SRM 438. Human Resources in Sport and Recreation Management	3
SRM 482. Internship in Sport and Recreation Management	6
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