

SRM 440: Sport and Recreation Management Seminar

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Course Description

The purpose of this course is for students to learn the business skills required for success in the sport and recreation management industry. Students will evaluate and analyze multiple critical thinking approaches, conflict management and negotiation skills, as well as customer service models, entrepreneurial theories and practices, and concepts within the industries of sport and recreation. As a seminar course students will hone the skills needed for success in their personal and professional lives once they graduate. This is a seminar course and, as such, will feature numerous guest speakers and group projects.

Service Learning Project

The service learning project will be a group project that revolves around developing a proposal based on entrepreneurial theory which addresses a challenge(s) that a local non-profit has encountered. Your group will serve, in essence, as a consultant.

Each group will pick a non-profit community group that they want to work with. One person will serve as the contact to that group, however any meetings or phone conversations with the group can include more than one of you. Be conscious and respectful of their time. Non-profit managers tend to have a lot on their plate and our goal here is to assist them, not make more work for them.

In your first meeting with the organization, obtain the following information:

1. Their mission
2. Their history
3. The demographics (population served)
4. Challenges they face as a non-profit in the community

Then work as a team to examine their challenge and develop a working plan, of an entrepreneurial nature to help solve their challenge. That plan should include the following:

1. An executive summary (a narrative of the proposed solution)
2. A budget for the proposed solution
3. Resources required
4. A marketing plan for the proposed solution
5. Expected benefits of the proposed solution (financial, name-recognition, community impact, etc.)

Your deliverable:

1. A typed plan must be submitted in Canvas. This must follow the format of a business plan. You must have at least a paragraph dedicated to each topic above.
2. A 5-8 minute PowerPoint presentation will be presented in class (I will also invite your non-profit organization's leadership to attend if they are available), highlighting the information from your plan. If your PowerPoint includes photos of program participants, you must get releases from the organization and the subjects you are photographing.