

SPORT AND RECREATION MANAGEMENT

MAJOR



Sport and Recreation Management Highlights

Effective sport and recreation managers plan, organize and direct the operations of sports and recreation programs, activities and services.

Whether 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 be successful. This major will challenge you to think critically, to use technology and to appreciate the global community. Through research and development projects you'll question boundaries of knowledge and promote effective practices in sport and recreation management.

- **Opportunities to work at mega-events** such as the NCAA Men's Final Four or a PGA tournament
- Small classes taught by a **faculty with professional experience** in the industry
- **NASCAR University initiative**, a program that provides training, internships and networking opportunities for sport and recreation management majors. High-performing students will be guaranteed interviews for sales associate positions with NASCAR and will be invited to work the big race in Richmond, Virginia

INTERNSHIPS

The required 90-hour practicum and 400-hour internship are opportunities to gain valuable work experience as part of your SRM degree. Combined, **these experiences give you a valuable edge in the job market** right from the start.

As practica are often completed during the Fall or Spring semester while taking other classes, many students complete them by working with JMU Athletics, Harrisonburg and Rockingham County Parks and Rec, sports analytics, Special Olympics and other local agencies. Internships require a much longer commitment and serve as a capstone experience, allowing you to showcase all you have learned by working for an agency similar to one in which you would like to work as a professional.

Career Possibilities

Athletic Contract Manager
Athletic Director
Campus Rep Professional
Community Center Director
Corporate Fitness Leader
Director of Stadium Operations
Director of Ticket Operations
Facility Manager
Fitness/Health Club Manager
Park Ranger
Resort Activities Director
Sport Marketing Director
Sports Agent
Sports Camp Director
Sports Event Coordinator
Sports Information Specialist
Sportscaster
Youth Programs Director

INCLUDED MINORS

Business or entrepreneurship

CO-CURRICULAR ORGANIZATIONS

Choose from eight Hart School student organizations to connect with peers and build leadership skills.



For more details, scan the QR code or visit: jmu.edu/hartschool/sport-and-recreation-management

Hart School faculty leading a wheelchair basketball league game.



Center for Academic and Professional Success

Meet with dedicated academic and career advisors who provide you with a streamlined support system.

Professional development opportunities include listening to and networking with prominent speakers and attending professional conferences related to the sport and recreation industries.

Industry-specific career fairs are held in the Fall and Spring each year.



— AMANDA (CRAMER) ALLSHOUSE ('11), SENIOR MANAGER, 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.”

Avg. Starting Salary*

Sport and Recreation Management	\$42,826
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*Base salary only. This report highlights the post-graduation pursuits for 90% of the Hart School Class of Dec '22, May and August '23 bachelor's degree recipients.

Field Experience

Your Hart School education takes you beyond the classroom and gives you the chance to experience learning through action. Whether it is our annual trip to work at the NCAA Men's Basketball Final Four, working the hospitality tents at mega-sporting events or networking with executives at D.C. United, every semester brings new destinations and new chances to learn from experts. Here are examples of recent hands-on experiences:

- NCAA Men's Final Four
- NFL Super Bowl
- NASCAR University
- PGA Tour's BMW Championship
- JMU Athletics Game Day Operations
- University Recreation Center Operations (UREC)
- We Hart Racial Equality 5K
- Le Gourmet Fundraising Dinner and Auction

STUDY ABROAD

For many students, the time spent studying abroad is one of the most significant periods in their academic studies. Long afterward, they discover that the immersive experience of another culture pays dividends throughout their lives as they navigate new social and global career environments. Through the Center for Global Engagement, you'll be able to take advantage of international programs in places including Australia and England.

RESEARCH EXPERIENCE FOR UNDERGRADUATES

As a future sport and recreation management leader, you'll need to know how to gather and analyze data to help make the best possible decisions for your clients and company. The Research Experience for Undergraduates program will help you learn a wide range of research skills, such as reviewing literature, developing surveys, collecting and cleaning data, and analyzing results and using those results to prepare professional reports and research articles. These experiences will also give you a competitive edge when applying for graduate school.