

SPORT & RECREATION MANAGEMENT (SPRT)

SPRT 1110 Credits: 2**Intro to Sport and Rec Mgt Total Hours: 40**

This course is designed to introduce students to the field of sport and recreation management with an emphasis on the skills, attitudes and knowledge required for success in the industry. Students will explore career options in sport and recreation management and consider a variety of topics essential to the professional preparation of sport and recreation managers. This course is a prerequisite to SPRT 1120, SPRT 1130, SPRT 1140 and SPRT 1150.

SPRT 1120 Credits: 2**Sport and Recreation Planning Total Hours: 40**

This course is an introduction to the planning and coordination activities carried out in a sport or recreation organization. By analyzing program plans and activities, students will become familiar with a variety of planning elements such as needs assessment, goals and objectives, implementation and evaluation. Participants will also be able to identify the skills and tasks necessary to plan and coordinate quality sport and recreation activities.

SPRT 1130 Credits: 2**Sport and Rec Media & PR Total Hours: 40**

This course focuses on public and media relations and their application to the sport and recreation industry. Students will learn the role media plays in sport and recreation and examine the methods available to communicate effectively to various media. Emphasis is on using media strategies to achieve a positive public image.

SPRT 1140 Credits: 2**Sport and Rec Event Mgmt Total Hours: 40**

This course focuses on the applied experience of managing special events within a sport and recreation context. Students will learn techniques for organizing successful events and engage in networking activities to build competencies in sport and recreation event management.

SPRT 1150 Credits: 10**Sport and Recreation Practicum Total Hours: 200**

The Sport and Recreation Management Practicum gives students the opportunity to apply the academic knowledge gained in the classroom in a supervised practicum. Students work a minimum of 200 hours in a sport or recreation related business or organization in any of the sports sectors: professional, amateur, community, sporting goods, sports facilities, or sport and event partners, gaining practical experience. Working closely with a supervisor and coordinator, students will establish goals and learning objectives to ensure a successful practicum experience. Students must complete all other courses in the Sport and Recreation Certificate before taking the Sport and Rec Practicum..