

# Kinesiology: Sport and Recreation Management Emphasis (B.A.)

The Sport and Recreation Management emphasis offers Kinesiology undergraduate students the opportunity to construct a course of study that will serve various career goals. Students in the Sport and Recreation Management emphasis are required to complete the following coursework:

Kinesiology 10	Introduction to Kinesiology
Kinesiology 12	Fitness and Health Education
Kinesiology 15	Research Methods and Writing in Kinesiology (WID), Co-Requisite Writing Circle
Kinesiology 20	Introduction to Sport & Recreation Management (CE)
Kinesiology 105	Facility and Event Management
Kinesiology 108	Legal and Administrative Issues
Kinesiology 111	History of Sport
Kinesiology 112	Sport and Exercise Psychology
Kinesiology 114	Sociology of Sport and Physical Activity (SHCU)
Kinesiology 132	Sports Marketing
Kinesiology 195	Internship



## Other Required Courses

Accounting 1	Financial Accounting
ECON 3	Principles of Microeconomics (SHCU)
BUSAD 120	Business Law
BUSAD 131	Managing and Leading Organizations
ECON 180	Sports Economics

## Other Courses to Consider

BUSAD 10	Global Perspectives in Business and Society (GP)
BUSAD 127	Business Communications
COMM 117	Public Relations
COMM 123	Sports Journalism (Instructor permission needed)
COMM 125	Media, Technology, & Culture (AA, CP)
ECON 4	Principles of Macroeconomics (SHCU)
KINES 106	Women in Sport (AD, TCG)
KINES 197	Independent Study

**\*All students must complete 36.00 course credits, 17 of which must be upper division course credits.**

**\*All core curriculum course requirements, major, and minor (if applicable) requirements must be completed.**

**\*All prerequisites must be passed with a grade of C- or higher.**

**\*All students must have a cumulative and major grade point average of at least 2.00.**



# Career Opportunities in Sport & Recreation Management

## Single Sports & College Sports

- College associations
- College athletic conferences
- College athletic departments
- College recreational sports
- Professional leagues
- Professional teams
- Sport management degree programs

## Multi Sports

- Adapted sports organizations
- Athletic foundations
- Community-based (YMCA, PAL, CYO)
- Halls of fame
- High school sports
- Libraries and museums
- Membership-based
- Military sports
- Olympic sports
- Professional organizations
- Sports commissions or visitor bureaus
- State games organizations
- Youth sports

## Media

- Internet
- Newspapers
- Magazines & directories
- Media productions
- Radio networks (local, national, satellite)
- Television (local, national, pay-per-view, satellite)
- Social media

## Professional Services

- Agents
- Attorneys
- Consulting
- Endorsements
- Event planning
- Executive search services
- Financial services
- Marketing
- Medicine
- Recruiting
- Scouting
- Security
- Sport analytics
- Sport sponsors
- Ticketing
- Transportation
- Travel

## Facilities

- Aquatics
- Arenas
- Auto race tracks
- Equestrian downs & parks
- Facility architects & developers
- Facility management
- Facility concessions
- Greyhound race tracks
- Parks
- Stadiums

## Manufacturers & Retailers

- Equipment & product manufacturers
- Restaurants
- Research and development
- Retailers
- Software manufacturers