

Recreation and Sports Management - Sports Management Emphasis, BS

Program Description

The Recreation and Sport Management bachelor's degree focuses on fostering healthy lifestyles, effective management of organizations, and the social and economic development of communities through recreation, tourism and sport services.

Emphases within this degree program include:

- Sport Management
- Corporate Recreation and Wellness
- Experience Industry Management

Program Curriculum

120 credits

Utah Tech General Education Requirements

All Utah Tech General Education requirements must be fulfilled. A previously earned degree may fulfill those requirements, but courses must be equivalent to Utah Tech's minimum General Education standards in American Institutions, English, and Mathematics.

Code	Title	Hours
General Education Core Requirements (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)		
	English	3-7
	Mathematics	3-5
	American Institutions	3-6
	Life Sciences	3-10
	Physical Sciences	3-5
	Fine Arts	3
	Literature/Humanities	3
	Social & Behavioral Sciences	3
	Exploration	3-5

Recreation and Sport Management Core Requirements

Code	Title	Hours
RSM 1110	Leisure in Society (SS, GC)	3
RSM 2500	Introduction to Recreation and Sport Management	3
RSM 2600	Recreation and Sport Leadership	3
RSM 3000	Program and Experience Design	3
RSM 3120	Sport and Society	3
RSM 3900	Recreation and Sport Marketing	3
RSM 2430	Tourism and Commercial Enterprises	3
RSM 3950	Supervision and Human Resources in Recreation and Sport	3
RSM 4000	Legal Foundations in Recreation and Sport	3
RSM 4100	Financial Management in Recreation and Sport	3
RSM 4200	Professional Development	1
RSM 4620	Senior Seminar	2
RSM 4820R	RSM Internship (6 credits minimum to graduate)	3-12

Sport Management Emphasis Requirements

Code	Title	Hours
RSM 2070	Fundamentals of Sport Management	3
RSM 3010	Event Management	3
RSM 4020	Sport Governance and Policy	3
MKTG 3010	Marketing Principles (ALPP)	3
Complete six (6) credits from the following:		6
RSM 3600	Intercollegiate Athletic Administration	
RSM 3820R	Practicum in Recreation and Sport	
RSM 3860R	Global Sport and Leisure Perspectives	
RSM 3960	Special Topics in Recreation and Sport	
RSM 4010	Administration and Finance in Recreation	
RSM 4400	Research Methods	
MKTG 3450	Consumer Behavior	
MKTG 3500	Promotion Management	
MKTG 3515	Sales Management (ALPP)	
MKTG 4700	Marketing Strategy	
XSCI 1543	First Aid / Resp Emergencies	
XSCI 2060	Sport and Exercise Psychology	
XSCI 4700	Motivation and Coaching	

Graduation Requirements

1. Complete a minimum of 120 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits (3000 and above).
3. Complete at least 30 upper-division credits at Utah Tech for institutional residency.
4. Cumulative GPA 2.0 or higher.
5. Cumulative GPA of 2.5 or higher in Recreation & Sport Management major coursework.