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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>General Education Core Requirements (<a href="catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a>)</td>
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<tr>
<td></td>
<td>English</td>
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<td></td>
<td>Mathematics</td>
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<td></td>
<td>American Institutions</td>
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<tr>
<td></td>
<td>Life Sciences</td>
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<td></td>
<td>Physical Sciences</td>
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<td></td>
<td>Laboratory Science</td>
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<tr>
<td></td>
<td>Fine Arts</td>
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<td></td>
<td>Literature/Humanities</td>
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<td></td>
<td>Social &amp; Behavioral Sciences</td>
<td>3</td>
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<tr>
<td></td>
<td>Exploration</td>
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<thead>
<tr>
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<tr>
<td></td>
<td>Recreation and Sport Management Core Requirements</td>
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<tr>
<td>RSM 1110</td>
<td>Leisure in Society (SS, GC)</td>
<td>3</td>
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<tr>
<td>RSM 2500</td>
<td>Introduction to Recreation and Sport Management</td>
<td>3</td>
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<tr>
<td>RSM 2600</td>
<td>Recreation and Sport Leadership</td>
<td>3</td>
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<tr>
<td>RSM 3000</td>
<td>Program and Experience Design</td>
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<tr>
<td>RSM 3120</td>
<td>Sport and Society</td>
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<tr>
<td>RSM 3430</td>
<td>Tourism and Commercial Enterprises</td>
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<tr>
<td>RSM 3900</td>
<td>Recreation and Sport Marketing</td>
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<tr>
<td>RSM 3950</td>
<td>Supervision and Human Resources in Recreation and Sport</td>
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<tr>
<td>RSM 4000</td>
<td>Legal Foundations in Recreation and Sport</td>
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<td>RSM 4100</td>
<td>Financial Management in Recreation and Sport</td>
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<td>RSM 4200</td>
<td>Professional Development</td>
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<td>RSM 4620</td>
<td>Senior Seminar</td>
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<tr>
<td>RSM 4820R</td>
<td>RSM Internship (6 credits minimum to graduate)</td>
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### Sport Management Emphasis Requirements

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<tr>
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<tr>
<td>RSM 2070</td>
<td>Fundamentals of Sport Management</td>
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<td>RSM 3010</td>
<td>Event Management</td>
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<td>RSM 4020</td>
<td>Sport Governance and Policy</td>
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<tr>
<td>MKTG 3010</td>
<td>Marketing Principles (ALPP)</td>
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Complete six (6) credits from the following:

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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>RSM 3600</td>
<td>Intercollegiate Athletic Administration</td>
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<tr>
<td>RSM 3820R</td>
<td>Practicum in Recreation and Sport</td>
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<tr>
<td>RSM 3860R</td>
<td>Global Sport and Leisure Perspectives</td>
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<tr>
<td>RSM 3960</td>
<td>Special Topics in Recreation and Sport</td>
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<td>RSM 4010</td>
<td>Administration and Finance in Recreation</td>
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<tr>
<td>RSM 4400</td>
<td>Research Methods</td>
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<td>MKTG 3450</td>
<td>Consumer Behavior</td>
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<td>MKTG 3500</td>
<td>Promotion Management</td>
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<td>MKTG 3515</td>
<td>Sales Management (ALPP)</td>
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<td>MKTG 4700</td>
<td>Marketing Strategy</td>
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<td>First Aid / Resp Emergencies</td>
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<td>XSCI 2060</td>
<td>Sport and Exercise Psychology</td>
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<tr>
<td>XSCI 4700</td>
<td>Motivation and Coaching</td>
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### 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 DSU for institutional residency.
4. Cumulative GPA 2.0 or higher.
5. Cumulative GPA of 2.5 or higher in Recreation & Sport Management major coursework.