

Graduate Certificate in Recreation and Sport Administration

The complexity, globalization, and impacts of the sport and recreation industries on society create the demand and need for precise preparation. Sport and recreation employers often require advanced degrees or certificates from accredited institutions as part of job requirements and/or for promotion. The principal target student population for the recreation and sport administration graduate certificate is working professionals who have received their undergraduate degree and are pursuing career advancement or changing fields. The certificate will emphasize the unique business, management, marketing, and ethical principles and practices necessary to succeed in these industries. Ultimately, the program will prepare professionals who are critical thinkers, interdisciplinary in their approach, and capable of effectively managing and marketing sport and recreation enterprises in vastly different markets.

Requirements

Section A: Choose 2 Courses (6 credit hours)

PRST 8100	Sport and Recreation Marketing	3
PRST 8436	Visitor Behavior and Policy	3
PRST 8460	Finance of Sport, Tourism, and Leisure Services	3
NAT_R 8024	Program Development and Evaluation in Informal Settings	3

Section B: Choose 1 Course (3 credit hours)

PRST 7100	Ethics and Diversity	3
PRST 7150	Contemporary Issues in Sport	3
PRST 7208	Administration and Organizational Behavior	3
PRST 7250	Parks, Health and Wellness	3
PRST 7260	Sustainable Tourism	3
PRST 7310	Fundraising and Grants Proposal Writing	3
PRST 7385	Legal Aspects of Sport	3

Section C: Choose 1 Course (3 credit hours)

AG_ED_LD 7240	Leading Organizational and Community Change	3
AG_ED_LD 8250	Leadership Theory and Application	3
AG_ED_LD 8430	Evaluation of Educational Programs	3
HSP_MGMT 7100	Hospitality Human Resources Management	3
PUB_AF 7210	Ethics and Leadership	3
PUB_AF 8160	Organizational Dynamics and Leadership	3
PUB_AF 8210	Public Service and Democracy	3