



P.O. Box 261954
Conway, S.C. 29528-6054
1.800.277.7000
www.coastal.edu

Recreation and Sport Management

What does a recreation and sport management major study?

A recreation and sport management (RSM) major at Coastal Carolina University will gain opportunities to study, analyze, evaluate and successfully lead within the dynamic fields of recreation and sport. Students acquire the foundational skills, knowledge and experience for successful entry into the wide array of sport and recreation settings. All students complete 58 credit hours of specific RSM major courses in areas such as legal issues, program and event planning, leadership, facility management, research and evaluation, and communication, and the program culminates in a semester-long internship.

Why study recreation and sport management at Coastal Carolina University?

- There are two tracks that allow students to focus their study on their career areas of interest. Students in recreation management focus on careers in the public or private sectors that are generally community-based, participatory and nonprofit. The sport management track emphasizes careers in public or private sport venues that are typically commercial, spectator or entertainment-based, and for-profit.
- The major is a career-oriented degree which emphasizes the transfer of skills, theories and knowledge to practice and, ultimately, to the workplace. To this end, students participate in a variety of hands-on and field-based projects throughout their program. Several courses utilize service learning principles to collaborate with local agencies or departments to sponsor recreation or sport-related events in the community.
- All students are required to complete a semester-long, 480-hour internship in a setting aligned with the student's career goals.
- For its ability to provide an array of amateur, recreational and competitive sports to all ages, Myrtle Beach was recently named South Carolina's "Sportstown USA" by *Sports Illustrated* magazine. This affords students and faculty unique opportunities for experiential learning.

What are some career options for recreation and sport management majors?

- Athletic Director
- Events Manager
- Ticket Manager
- Sports Information Director
- Director of Parks and Recreation
- Marketing Director
- Arena/Stadium Manager
- Outdoor Educator
- Director of Campus Recreation
- Recreation Coordinator/Programmer

What kind of courses do recreation and sport management majors take?

RSM 242	Introduction to Recreation and Sport Management
RSM 337	Legal Issues in Recreation and Sport Management
RSM 369	Sports Marketing and Promotion
RSM 389	Recreation and Sport Leadership
RSM 494	Area and Facility management in Recreation and Sport

Whom can I contact for more information?

- Dr. Colleen McGlone, program coordinator, 843-349-2989 or cmcglone@coastal.edu
- You can also find more information at www.coastal.edu/hkss.