

Recreation and Sport Management

√ Major

Description of the major:

A student majoring in recreation and sport management (RSM) 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 risk management, program and event planning, leadership, facility management, and research and evaluation. The program culminates in a semester-long internship.

The student experience:

The RSM program includes several experiential and out-of-class opportunities which involve engagement with the local community. Students are able to tailor their curriculum based on their career goals by selecting 15 hours of RSM coursework related to various industry-specific skills. Students may further tailor their program by selecting courses (or a minor) in other disciplines that increase their knowledge base and marketability. Additionally, each student is required to complete a semester-long capstone experience of 480 hours in an internship aligned with the student's career goals.

- The major is a career-oriented degree which emphasizes the transfer of skills, theories and knowledge 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.
- For its ability to provide an array of amateur, recreational and competitive sports to all ages, Myrtle Beach was named South Carolina's "Sportstown USA" by *Sports Illustrated* magazine. This affords students and faculty unique opportunities for experiential learning.

Areas of study:

RSM majors study legal issues in recreation and sport management, sports marketing and promotion, recreation and sport leadership, and arena and facility management.

Beyond the classroom:

Graduates of the program move on to careers as athletic or marketing directors, events managers, sports information directors, outdoor educators and recreation directors.

For more information:

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