

Current Catalog

Recreation and Sport Management, B.S.

Programs by College

Through coursework, practicum, internship, research, and scholarly activities, the Bachelor of Science in recreation and sport management (RSM) provides students with opportunities to study, analyze, evaluate, and successfully lead and implement programs in the fields of recreation and sport management.

The RSM program prepares students for professional employment in a variety of public, nonprofit, and private recreation and sport settings or graduate studies in the recreation and/or sport disciplines. The RSM major offers students a wide range of exciting career choices within many professional fields.

Specialists in these areas manage recreation and/or sport activity facilities, supervise and plan indoor and outdoor recreation and sporting events, and develop recreation and sport services among diverse settings and populations.

The RSM curriculum responds to the growing number of students desiring to study management and leadership in either the recreation or sport fields. All RSM students complete a common core of study and through the use of program electives, have the ability to tailor their program of study around their career interests and goals. Program coursework aligns with the national standards and competencies of the National Recreation and Park Association (NRPA) and/or the North American Society of Sport Management (NASSM). The program culminates in a semester-long internship in the field.

Mission Statement

Coastal Carolina University's recreation and sport management faculty is composed of teachers/mentors who have a wide variety of professional and practical experiences in the discipline and profession. The program prepares knowledgeable and effective entry-level professionals in the recreation or sport industries through a variety of modalities including learning theoretical foundations in the classroom, community-based experiential learning, applied and collaborative research, and a capstone internship. The active learning approach employed by the program prepares critically-thinking graduates who positively impact their community through the delivery of high quality recreation and sport services. Students and faculty work collaboratively to acquire the essential knowledge, skills, abilities and disposition to plan, promote, implement, and evaluate contemporary recreation and sport

programs or events that serve society and enhance quality of life.

Student Learning Outcomes

Based upon the foundation of a liberal arts education and the completion of the RSM program students will be able to:

Demonstrate the ability to adapt industry-specific skills to ever-changing recreation and sport contexts.

Apply critical thinking and problem solving to the field of recreation and sport management.

Conduct themselves in an ethical manner congruent with the diverse culture in which recreation and sport organizations operate.

Apply sport and recreation management theories to pragmatic decision making.

Effectively communicate across organizational and interpersonal channels.

Be an impactful leader within organizations and the recreation and sport field.

Achieve organizational goals through collaboration and group interaction.

Demonstrate an overall comprehension of the historical and conceptual aspects of recreation and sport.

Policies and Requirements

Students must earn a grade of 'C' or better in each course used to satisfy a) RSM major requirements, and b) RSM foundation requirements. A grade of 'C' or better is also required in ENGL 101.

All recreation and sport management students are required to complete a capstone 12-week, 480 hour internship at an approved and supervised site. Students are expected to demonstrate mastery of the student learning outcomes during this experience. End-of-program oral and written exit exams are required of all students to be admitted to the internship. The purpose of the exit exam is to determine how well the student has mastered program content within the student learning outcomes. All recreation and sport management students are required to be admitted to the internship.

Admission requirements to the internship:

Demonstration of acceptable professional dispositions;

Passing score (70 percent or better) on end-of-program exit exam;

Successful completion of oral exit interview;

'C' or better in all RSM major requirements;

'C' or better on all RSM foundation requirements;

Successful completion of all undergraduate required coursework.

Degree Requirements (120 Credits)

Core Curriculum Requirements

Core Curriculum (38-40 Total Credit Hours)

Graduation Requirements

Graduation Requirements (3-6+ Credits) *

Foundation Courses (15 Credits)

Complete the following courses:

ECON 101 - Survey of Economics (3 credits)

RSM 242 - Introduction to Recreation and Sport Management (3 credits)

RSM 337 - Risk Management in Recreation and Sport Management (3 credits)

Choose one from the following:

CBAD 201 - Financial Accounting (3 credits)

RSM 290 - Fiscal Management in RSM (3 credits)

Choose one from the following:

PHIL 305 Q* - Contemporary Moral Issues (3 credits)

PHIL 311 - Ethical Theory (3 credits)

PHIL 318 - Business Ethics (3 credits)

PHIL 319 - Environmental Ethics (3 credits)

RSM 317 - Moral and Ethical Reasoning in Recreation and Sport (3 credits)

Major Requirements (31 Credits)

Complete the following courses:

RSM 369 - Marketing and Promotion in Recreation and Sport Management (3 credits)

RSM 389 - Recreation and Sport Leadership (3 credits)

RSM 392 Q - Field Experience in Recreation and Sport Management (3 credits)

RSM 396 - Orientation to Internship (1 credit)

RSM 456 - Principles of Administration in Recreation and Sport Management (3 credits)

RSM 490 - Program and Event Planning in Recreation and Sport (3 credits)

RSM 494 - Area and Facility Management in Recreation and Sport (3 credits)

RSM 496 Q - Internship in Recreation and Sport Management (12 credits)

RSM Selective or any University Approved Minor (18 Credits)

Students are encouraged to select an approved minor or choose six selectives from the following list:

RSM 200 - History of the National Parks (3 credits)

RSM 201 - Gender and Sport (3 credits)

RSM 210 - Recreational Activities (3 credits)

RSM 280 - Recreation for People with Disabilities (3 credits)

RSM 305 - Sports Officiating (3 credits)

RSM 308 - Recreational Sport Programming (3 credits)

RSM 310 - Campus Recreation (3 credits)

RSM 315 - Outdoor Recreation (3 credits)

RSM 352 - Commercial Recreation (3 credits)

RSM 370 - Outdoor Leadership (3 credits)

RSM 377 - Sport Tourism (3 credits)

RSM 379 - Principles of Ecotourism (3 credits)

RSM 393 - Sport Media and Communication (3 credits)

RSM 394 - Sport Technology (3 credits)

RSM 399 - Independent Study (1-3 credits)

RSM 400 - Sport in Contemporary Society (3 credits)

RSM 410 - Sales and Finance in Recreation and Sport Management (3 credits)

RSM 432 - Research and Evaluation in Recreation and Sport Management (3 credits)

RSM 438 - Recreation for Active Aging (3 credits)

RSM 482 - Special Topics in Recreation and Sport Management (3 credits)

RSM 492 - Campground Administration (3 credits)

RSM 499 - Directed Undergraduate Research (1-3 credits)

CBAD 344 - Legal Environment of Business (3 credits)

DCD 312 - Social Media (3 credits)

ECON 330 - Economics of Tourism (3 credits)

ECON 331 - Economics Analysis of Sports (3 credits)

JOUR 316 - Entertainment Media (3 credits)

JOUR 350 - Interactive Media and Society (3 credits)

EXSS 301 - Coaching Pedagogy and Management (3 credits)

MGMT 320 Q* - Entrepreneurial Leadership (3 credits)

MKTG 450 - Advertising (3 credits)

MKTG 455 Q* - Personal Selling and Sales Management (3 credits)

SOC 300 Q* - Social Justice (3 to 4 credits)

Electives (15-19 Credits)

Total Credits Required: 120 Credits

Course credit hours only count once toward the total university graduation credit hour requirements.

Click on Credit Sharing for more information.

Proposed Catalog (Changes in Blue)

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RSM 201 - Gender and Sport (3 credits)

RSM 210 - Recreational Activities (3 credits)

[RSM 215- Nature Interpretation \(3 credits\)](#)

[RSM 216- Wilderness First Aid \(3 credits\)](#)

RSM 280 - Recreation for People with Disabilities (3 credits)

RSM 305 - Sports Officiating (3 credits)

RSM 308 - Recreational Sport Programming (3 credits)

RSM 310 - Campus Recreation (3 credits)

RSM 315 - Outdoor Recreation (3 credits)

[RSM 316- Women in the Wild \(3 credits\)](#)

[RSM 351- The Business of eSport \(3 credits\)](#)

RSM 352 - Commercial Recreation (3 credits)

[RSM 355- Global Perspectives in Sport \(3 credits\)](#)

RSM 370 - Outdoor Leadership (3 credits)

RSM 377 - Sport Tourism (3 credits)

RSM 379 - Principles of Ecotourism (3 credits)

RSM 393 - Sport Media and Communication (3 credits)

RSM 394 - Sport Technology (3 credits)

RSM 399 - Independent Study (1-3 credits)

RSM 400 - Sport in Contemporary Society (3 credits)

[RSM 402- Sport Gaming and Fantasy Sport \(3 credits\)](#)

RSM 410 - Sales and Finance in Recreation and Sport Management (3 credits)

RSM 432 - Research and Evaluation in Recreation and Sport Management (3 credits)

RSM 438 - Recreation for Active Aging (3 credits)

[RSM 455- International Sport Management \(3 credits\)](#)

[RSM 457- Understanding NCAA Compliance \(3 credits\)](#)

RSM 482 - Special Topics in Recreation and Sport Management (3 credits)

RSM 492 - Campground Administration (3 credits)

RSM 499 - Directed Undergraduate Research (1-3 credits)

[COMM 206- Sports Communication \(3 credits\)](#)

[COMM 304- Gender Communication \(3 credits\)](#)

CBAD 344 - Legal Environment of Business (3 credits)

[CBAD 350 Q*- Marketing \(3 credits\)](#)

DCD 312 - Social Media (3 credits)

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