

School of Tourism and Hospitality Management

B.S. in Sport and Recreation Management

Required Courses

STHM 1113 | Foundations of Leisure | 4 Credits

This course is an introduction to the nature, scope, and significance of leisure. The course will address the history, conceptual foundations, and socio-cultural dimensions of play, recreation, sport, tourism, hospitality, and leisure; the significance of play, recreation, sport, tourism, hospitality, and leisure in contemporary society and throughout the life span; the interrelationship between leisure behavior and the natural environment; the motivational basis for play, recreation, sport, tourism, hospitality, and leisure behavior; concepts of time, work, and leisure; leisure around the world; patterns of leisure involvement; and the issues, trends, challenges, and the future of leisure.

STHM 2114 | Leisure and Tourism in a Diverse Society | 3 Credits

This course emphasizes leisure, sport, recreation, tourism, and hospitality services for a multi-cultural, multi-racial, multi-ethnic society, as well as for persons with disabilities. As the course explores the significance of play, recreation, and leisure throughout the life span, it will focus on the impact of leisure delivery systems on diverse populations within our society. Implications of personal biases will be a thread throughout the course.

STHM 4112 | Senior Professional Development Seminar | 3 Credits

The purpose of this class is to expose the students to a model of organizational structure in the sport, recreation, tourism, hospitality, and leisure services profession through simulated experiences. The class is designed with a president, departments, and staff roles. These roles are designed to represent the interactions that take place with various constituencies needed to enhance sport, recreation, tourism, and hospitality education and opportunities.

STHM 3185 | Internship I | 3 Credits

Students will be assigned to an industry agency to complete 180 hours of professional experience. The agency will be selected through cooperation between the student, the School Internship Coordinator and an agency supervisor.

STHM 4185 | Internship II | 12 Credits

After having completed the student's last semester of classes, and taken in conjunction with STHM 4191 (0381). The student must complete 600 hours with an industry agency. NOTE: The requirements of this experience are addressed in the School's senior internship manual (which is distributed in STHM 4112)

B.S. in Sport & Recreation Management

Major Courses

STHM 1211 | Sport and Society | 3 Credits

This course is an introduction to the nature, scope, and significance of the total field of sport and recreation management. The course will address the benefits of sport and recreation, the problem areas facing sport and recreation management, the socio-cultural dimensions of sport and recreation as they relate to sport and recreation management, the relationship between sport and recreation behavior and the natural environment, the evolution of the sport and recreation management profession, the institutional basis for the sport and recreation movement in the United States, the governance of sport, career opportunities in sport and recreation management, professional organizations, the roles of professional sport and recreation managers, ethical behavior and ethical codes in sport and recreation management, and current issues and trends in sport and recreation.

STHM 2211 | Organizational Strategy in Sport & Recreation | 3 Credits

This course focuses on the strategic challenges confronting firms that compete in the global economy within the sport and recreation industries. It provides students a forum in which to apply and integrate business theories, practices and skills in a global environment. The course examines opportunities for entrepreneurs in the industry through business plan development.

STHM 3211 | Management in Sport & Recreation | 3 Credits

Provides the knowledge required to formulate and manage effectively the resources in a sport or recreation operation. Human resource administration will be a major focus; managerial history, organizational needs, job designs, recruitment process, hiring/firing process, discipline and grievance procedures, motivation and performance appraisals are included. The course will expose the students to the additional associated management functions of budgets and accounting, facility management, risk management, customer service, community relations, and fund raising.

STHM 3213 | Budget & Finance Systems in Sport & Recreation | 3 Credits

Accounting trends as they relate to the sport and recreation industries will be covered. Financial decision-making, including cash management; ratio analysis; asset management; leverage; short, intermediate, and long-term financing will be the course focus. Economic theory will be applied to sport and recreation settings/organizations. Current trends in revenue production, including sponsorships, will be noted. Different types of budgets will be reviewed and students will learn the budget preparation and approval process.

STHM 3216 | Economics of Sport and Recreation | 3 Credits

This course examines the sport and recreation industries using microeconomic theory for analysis. The topics include league structure, organizational decision making, labor relations, incentive structures and facility financing.

STHM 3217 | Research in Sport and Recreation | 3 Credits

This course will examine ways that research helps solve practical industry problems in recreation and sports. Topics will include problem identification, the logic of research, research designs, information search strategies, questionnaire development, and data analysis. Written and oral communication skills, as well as the use of data analysis software, will be stressed.

STHM 3296 | Marketing Management in Sport and Recreation | 3 Credits

An analysis of essential marketing, promotion and sales principles as currently applied in the sport and recreation industries. Guidelines for formulating marketing goals and strategies, inclusive of target marketing, will be included. The marketing mix will be evaluated in terms of specific applications set in both industry segments. Trends, issues and problems influencing the industry will also be examined. Principles of salesmanship, sales techniques, sales strategies, and evaluation of sales performance in light of goal planning and objectives will be covered.

STHM 4212 | Law and Ethics in Sport and Recreation | 3 Credits

This course is designed to address the legal and ethical aspects of sport, recreation, park resources, and leisure services. The course will address legal foundations and the legislative process; contracts and tort law; regulatory agents and methods of compliance; the principles and practices of safety, emergency, and risk management related to sport, recreation, park resources, and leisure services; ethical principles and professionalism in sport and recreation management; environmental ethics; legal issues and trends; and professional competence and professional development related to law and ethics in sport and recreation management.

STHM 4296 | Capstone – Current and Ethical Issues in Sport and Recreation | 3 Credits

The purpose of this course is to examine current issues that are of concern to sport and recreation administrators. The student will gain a basic understanding of these issues and develop appropriate strategies for effectively dealing with these issues/problems. Students will be encouraged to take advocacy positions on certain issues that are addressed. The course will build on the competencies students have already developed in their earlier courses, which introduced them to current issues; professional ethics, rights, and responsibilities; concepts of morality; theories of ethics; ethical behavior; and ethical codes. Given their working knowledge, students will be called upon in class to identify solutions to current issues and to make ethical decisions when confronted with ethical dilemmas.

B.S. in Sport & Recreation Management

Concentrations and Electives

Students in the Sport & Recreation Management program at Temple University are required to complete twelve (12) credits of major electives and are free to choose from any of the courses below.

To offer students the ability to specialize these electives in a particular segment of the industry, students have the option of declaring a concentration. The School offers concentrations in three areas (1) Governance & Policy (2) Sport & Recreation Promotion and (3) Event Leadership. To earn the concentration, students must complete three (3) courses within the particular concentration area, the capstone course, and Internship II in a position related to the chosen concentration.

Governance and Policy Concentration

STHM 3221 | Athletics Administration | 3 Credits

The course covers the organization and implementation of college athletics. Theory, principles, and problem areas will be addressed. Goals and policies associated with the administration of college athletics will also be covered, along with the approaches to planning, organizing, directing, controlling, budgeting, and evaluating college athletic programs.

STHM 3222 | Professional and International Sport | 3 Credits

The course will cover the current issues related to both professional and collegiate sports. The specific topics will vary from semester to semester in order to address the most pressing issues facing professional and collegiate sports at the time. Issues such as rising costs of stadium and arena construction, increasing corporate involvement, increasing emphasis on younger athletes, increasing concern for security measures, increasing commercialization, increasing pressure for new technology, increasing multiculturalism, and increasing emphasis on benefits-based management will be covered.

STHM 3225 | Recreation and Leisure Service Management | 3 Credits

This course will provide the knowledge required to formulate and manage effectively the resources in a public or private recreation or leisure service operation. Coordination of resources, inclusive of human, financial, physical, and technological, will be discussed. The course will expose the students to the typical programs and services provided by recreation and leisure service agencies. Emphasis will be placed on career opportunities and professional development.

Sport and Recreation Promotion Concentration

STHM 3224 | Media and Communications in Sport and Recreation | 3 Credits

The purpose of this class is to give an overview of sports information and media relations as they pertain to collegiate and professional sports. The class will go into detail on how professional teams and institutions deal with the media, including: strategic planning, placement of stories, holding media conferences, writing press releases, oversight of web sites, handling sensitive situations, and game operations.

STHM 3226 | Consumer Behavior in Sport and Recreation | 3 Credits

Marketing strategies designed to increase and sustain consumer demand for sport and recreation products and services rely upon an understanding of the individual consumer. This course will examine a variety of personal, psychological and socio-environmental factors that influence attendance and participation in sport and recreation and related consumption behaviors of media usage, purchase of merchandise, and travel. The course will also explore processes that operate within the consumer to understand how individuals make decisions to spend available resources of time and money on sport and recreation consumption activities.

STHM 3227 | Advanced Marketing for Sport and Recreation | 3 Credits

Sport marketing has changed dramatically as the result of increasing competition and environmental change. This course takes a system approach and is designed to extend students' knowledge and experience in marketing of sport and athletic events by first understanding the nature of competition within the industry; second, by understanding the role of information technology; and third, by developing extensive analytic skills.

STHM 3228 | Sales Management in Sport and Recreation | 3 Credits

This course will examine the diverse and complex nature of sales within sport and recreation settings. We will introduce basic sales and customer satisfaction concepts and techniques, and then see how they are applied in sport and recreation organizations. Students will be exposed to the sales process through lectures, readings, and assignments.

Event Leadership Concentration

STHM 3411 | Program and Special Event Planning | 3 Credits

This course presents a sequential model of the program and event planning process with particular focus upon the role of the servant leader. The course includes a strong theoretical foundation, formulation of philosophy and goals; needs assessment; selection and design of special program and/or one-time event elements; implementation; and evaluation. Different program and special event formats, including fairs, family reunions, festivals, recreation events, sporting events, meetings, conferences, social events, and grand openings, with different levels of leadership involvement will be discussed.

STHM 3415 | Space Design and Facility Management | 3 Credits

This course will require that students closely examine, condense, and digest information on planning, design, construction, and maintenance of stadiums and arenas which may be employed in athletics, leisure, sport, entertainment, recreation, and physical education. The students will prepare materials for class presentations, topics, and problems for discussion and analysis. The class will visit representative facility sites within the area.

STHM 3425 | Sustainable Event Management | 3 Credits

The overall goal of the course is to better educate students about environmentally friendly initiatives in the industries of Tourism, Hospitality, Recreation, and Sport and provide them with the resources and tools to become socially responsible future leaders of each industry. Students will leave this course with knowledge of the tools and methods to reduce their carbon footprint and increase their use of eco-friendly products, materials, and services. The purpose of exposing students to environmental issues in Tourism, Hospitality, Recreation, and Sport is in hopes that they will become an agent of Green Change, not only in their respective industry, but through marketing and public relations practices that reach out to fans and guests across the globe. Throughout this course, students will learn through the text, practical scenarios from real-life case studies, handouts, industry professionals as guest speakers, and hands-on experience by researching, organizing, and planning an environmentally friendly event that will highlight the goals and objectives of this course as their final project. The purpose of the course is to lead students to become agents of Green Change in their respective industry, also giving students an advantage when graduating and entering into the workplace.

STHM 3428 | Event Marketing and Sponsorship | 3 Credits

This course will apply basic and advanced principles of marketing and sponsorship to the event and related industries. The course provides students with the skills and competencies to a) understand why consumers attend events to participate and/or watch and b) use this knowledge to develop a marketing plan with an embedded sponsorship proposal to attract a corporate sponsor.