

# SCHOOL OF SPORT, RECREATION AND TOURISM MANAGEMENT

Website: <https://srtm.gmu.edu/>

## Overview

The School of Sport, Recreation and Tourism Management (SRTM) offers one master's degree, two graduate certificates, one bachelor's/accelerated master's program, three undergraduate programs, one undergraduate certificate, five minors, and seven interdisciplinary minors with other units.

## Graduate Programs

The MS in Sport and Recreation Studies (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/sport-recreation-studies-ms/>) meets the growing need for professionals and academics through concentrations in the areas of Recreation Administration, Sport and Leisure Studies, Sport Management, and Individualized Study in Sport, Recreation and Tourism.

Graduate certificates are available in International Sport Management and Sports Coaching.

Students can undertake doctoral study through the CEHD Interdisciplinary Specialization (<https://education.gmu.edu/phd-in-education/phd-interdisciplinary-specialization/>) of the PhD in Education program.

## Undergraduate Programs

The BS in Sport Management (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/sport-management-bs/>) prepares graduates to work in the multifaceted and multi-billion dollar sport industry. Students develop the skills necessary to lead and manage sport organizations and to contribute to sport policy and governance. They obtain essential tools for organizing sport, marketing sport, and operating facilities and events.

The BS in Recreation Management (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/recreation-management-bs/>) prepares graduates to direct and supervise recreation departments, programs, and resources. Three specializations are offered: one in Parks and Outdoor Recreation, one in Therapeutic Recreation, and an Individualized Program. Parks and Outdoor Recreation graduates plan and implement community recreation programs, lead outdoor activities, and manage the uses of natural and cultural resources. Therapeutic Recreation graduates implement interventions and rehabilitation activities to enhance the quality of life for individuals including those with disabilities. Students in the Individualized Program tailor their training to develop a targeted and personalized set of skills.

The BS in Tourism and Events Management (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/tourism-and-events-management-bs/>) degree prepares students to become future managers and leaders in one of the world's largest and most diverse industries: tourism, events and hospitality. Our Tourism and Events Management (TEM) major focuses

on the management, planning, implementation, marketing, and evaluation of tourism, events and hospitality businesses.

## Minors

SRTM offers minors in sport coaching (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/coaching-minor/>), sport management (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/sport-management-minor/>), recreation management (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/recreation-management-minor/>), tourism and events management (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/tourism-events-management-minor/>), and hospitality management (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/hospitality-management-minor/>).

## Interdisciplinary Minors

In addition to school-based minors, the SRTM offers several minors in interdisciplinary areas of study. These minors require coursework from two or more disciplines and are administered by inter-unit faculty groups. The minors include:

### Event Technical Production

The Event Technical Production Minor (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/event-technical-production-minor-cehd/>) is offered jointly by the School of Sport, Recreation and Tourism Management and the School of Theater (<http://catalog.gmu.edu/colleges-schools/visual-performing-arts/theater/>) in the College of Visual and Performing Arts (<http://catalog.gmu.edu/colleges-schools/visual-performing-arts/>). Students will learn how to plan, manage and execute live events and presentations.

### Sport Analytics

The Sports Analytics Minor (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/sport-analytics-minor/>) is offered jointly by the School of Sport, Recreation and Tourism Management, School of Business (<http://catalog.gmu.edu/colleges-schools/business/>), College of Science (<http://catalog.gmu.edu/colleges-schools/science/>), and College of Engineering and Computing (<http://catalog.gmu.edu/colleges-schools/engineering-computing/>).

### Sport and American Culture

The Sport and American Culture Minor (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/sport-american-culture-minor/>) is offered jointly by the School of Sport, Recreation and Tourism Management and Department of History and Art History (<http://catalog.gmu.edu/colleges-schools/humanities-social-sciences/history-art/>). Students will learn about sport and its interconnection with other societal institutions.

## Sport and Computer Game Design

The Sport and Computer Game Design Minor (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/sport-computer-game-design-minor/>) is offered jointly by the School of Sport, Recreation and Tourism Management and the Computer Game Design Program (<http://catalog.gmu.edu/colleges-schools/visual-performing-arts/computer-game-design/>) in the College of Visual and Performing Arts (<http://catalog.gmu.edu/colleges-schools/visual-performing-arts/>). This minor provides a combined introductory look at both the sports and computer game industries.

## Sport and Conflict Resolution

The Sport and Conflict Resolution Minor (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/sport-conflict-resolution-cehd/>) offered by the School of Sport, Recreation and Tourism Management and the Jimmy and Rosalynn Carter School for Peace and Conflict Resolution (<http://catalog.gmu.edu/colleges-schools/peace-conflict-resolution/>).

## Sport Communication

The Sport Communication Minor (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/sport-communication-minor/>) is offered jointly by the School of Sport, Recreation and Tourism Management and the Department of Communication (<http://catalog.gmu.edu/colleges-schools/humanities-social-sciences/communication/>).

## Wine and Craft Beverage Management

The Wine and Craft Beverage Management Minor (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/wine-craft-beverage-management-minor/>) is offered jointly by the School of Sport, Recreation and Tourism Management and the School of Business (<http://catalog.gmu.edu/colleges-schools/business/>).

- Food and Beverage Management Undergraduate Certificate
- Hospitality Management Minor
- Recreation Management Minor
- Recreation Management, BS
- Sport Coaching Graduate Certificate
- Sport Communication Minor (CEHD)
- Sport Management Graduate Certificate
- Sport Management Minor
- Sport Management, BS
- Sport and American Culture Minor (CEHD)
- Sport and Computer Game Design Minor (CEHD)
- Sport and Conflict Resolution Minor (CEHD)
- Sport and Recreation Studies, MS
- Sports Analytics Minor (CEHD)
- Tourism and Events Management Minor
- Tourism and Events Management, BS
- Wine and Craft Beverage Management Minor (CEHD)

## Faculty

### School Faculty

#### Professors

R. Baker, Chalip, Daniels, Green, M. Jones

#### Associate Professors

Aidoo-Hewton, Aylsworth, Esherick, Jin, Lee, Liu, McDowell, M. Park, P. Rodgers, Slocum, Wiggins

#### Assistant Professors

Powers

#### Senior Instructors

T. Jones

#### Instructors

Casserly, P. Gilbert

## Programs

- Coaching Minor
- Event Technical Production Minor (CEHD)