

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, one graduate certificate, two bachelor's/accelerated master's programs, three undergraduate programs, two undergraduate certificates, four minors, and seven interdisciplinary minors with other units.

Graduate Programs

The MS in Sport and Recreation Studies (<http://catalog.gmu.edu/archives/2020-2021/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 Management, and Individualized Study in Sport, Recreation and Tourism.

A Graduate certificate is available in Sport Management (<http://catalog.gmu.edu/archives/2020-2021/colleges-schools/education-human-development/school-sport-recreation-tourism-management/sport-management-graduate-certificate/>) with concentrations in International Sport Management and Sports Coaching.

Undergraduate Programs

The BS in Health, Fitness, and Recreation Resources (<http://catalog.gmu.edu/archives/2020-2021/colleges-schools/education-human-development/school-sport-recreation-tourism-management/health-fitness-recreation-resources-bs/>), with concentrations in Sport Management, Parks and Outdoor Recreation, and Therapeutic Recreation provide professional preparation in these exciting growth areas. Sport Management prepares capable graduates able to apply creative communication, leadership, and managerial skills in an array of positions in the \$1.3 trillion sport sector, including sales, marketing, public relations, operations, facilities, and event management. The Parks and Outdoor Recreation and Therapeutic Recreation concentrations are accredited by the Council on Accreditation for Parks, Recreation, Tourism, and Related Professions (COAPRT), and prepare students for supervisory and management careers in private and public parks and recreation systems (clinical and community). Therapeutic Recreation graduates implement interventions and rehabilitation activities to enhance the quality of life for special populations. Parks and Outdoor Recreation graduates plan and implement community recreation programs, lead outdoor activities, and manage the uses of natural and cultural resources.

The BS in Tourism and Events Management (<http://catalog.gmu.edu/archives/2020-2021/colleges-schools/education-human-development/school-sport-recreation-tourism-management/tourism-and-events-management-bs/>) degree offers concentrations in Events Management, Hospitality Management and Tourism Management. These programs prepare students to develop skills in policy, administration, planning, programming, marketing, finance, and leadership. Events Management graduates plan, implement and evaluate events ranging from social gatherings, such as weddings, to major conferences, festivals, and mega-events. Hospitality Management graduates are prepared for planning,

operations and sales pertaining to hotels, resorts and restaurants. Tourism Management graduates plan, present and interpret cultural sites, built environments, and public spaces for sustainable tourism and destination marketing purposes.

Minors

SRTM offers minors in sport coaching (<http://catalog.gmu.edu/archives/2020-2021/colleges-schools/education-human-development/school-sport-recreation-tourism-management/coaching-minor/>), sport management (<http://catalog.gmu.edu/archives/2020-2021/colleges-schools/education-human-development/school-sport-recreation-tourism-management/sport-management-minor/>), tourism and events management (<http://catalog.gmu.edu/archives/2020-2021/colleges-schools/education-human-development/school-sport-recreation-tourism-management/tourism-events-management-minor/>), and recreation management (<http://catalog.gmu.edu/archives/2020-2021/colleges-schools/education-human-development/school-sport-recreation-tourism-management/recreation-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/archives/2020-2021/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/archives/2020-2021/colleges-schools/visual-performing-arts/theater/>) in the College of Visual and Performing Arts (<http://catalog.gmu.edu/archives/2020-2021/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/archives/2020-2021/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/archives/2020-2021/colleges-schools/business/>), College of Science (<http://catalog.gmu.edu/archives/2020-2021/colleges-schools/science/>), and Volgenau School of Engineering (<http://catalog.gmu.edu/archives/2020-2021/colleges-schools/engineering/>).

Sport and American Culture

The Sport and American Culture Minor (<http://catalog.gmu.edu/archives/2020-2021/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/archives/2020-2021/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/archives/2020-2021/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/archives/2020-2021/colleges-schools/visual-performing-arts/computer-game-design/>) in the College of Visual and Performing Arts (<http://catalog.gmu.edu/archives/2020-2021/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/archives/2020-2021/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 School for Conflict Analysis and Resolution (<http://catalog.gmu.edu/archives/2020-2021/colleges-schools/conflict-analysis-resolution/#text>).

Sport Communication

The Sport Communication Minor (<http://catalog.gmu.edu/archives/2020-2021/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/archives/2020-2021/colleges-schools/humanities-social-sciences/communication/>).

- Sport Communication Minor (CEHD)
- Sport Management Graduate Certificate
- Sport Management Minor
- 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

Faculty

School Faculty

Professors

R. Baker, Brayley, Chalip, Daniels, Green

Associate Professors

Aidoo, Esherrick, Jin, Kozlowski, Lee, McDowell, M. Park, P. Rodgers, Slocum, Wiggins

Assistant Professors

Aylsworth

Instructors

Casserly, P. Gilbert, T. Jones, Magnant

Programs

- Coaching Minor
- Event Technical Production Minor (CEHD)
- Food and Beverage Management Undergraduate Certificate
- Health, Fitness, and Recreation Resources, BS
- Hospitality Management Minor
- Recreation Management Minor