

PARKS, SPORT AND TOURISM IN SOCIETY - Summer 1 Courses

Sport, recreation and tourism play a significant cultural role in our society, and if managed intentionally, they can be leveraged to increase well-being and foster sustainable community development. The Department of Parks, Recreation and Tourism Management offers a number of courses that examine the cultural, political, social, economic and historical impacts of recreation, tourism and sport. Check out a few below.

PRT 266: Introduction to Sport Management

This Quality Matters (QM) certified course presents a broad overview of the sport management profession. Students will examine topics such as the fundamentals of sport management, human resources management, policy issues, facility management, marketing, and the economics and finance of the sport management industry.

PRT 277: Psychological and Cultural Dimensions of Sport

This course is central to the theme of parks, sport and tourism in society. Students will analyze sport as a social phenomena that aids in understanding the relationship between sport and social class, race and ethnicity, physical ability, sexuality and gender influence. Topics of discussion will include youth sport, media in sport, violence in sport, coaching sport, sport for development and more.

PRT 286: Writing and Speaking in Sport Organizations

This project-based course introduces students to the field of sport communication. Students will learn about career options in the sport management field and explore options in management, mass media, support services, entertainment and ancillary opportunities.

PRT 466: Sport Finance and Economics

This course examines the intersection of ethical financial operations and the impact of sport's economic systems in society. Students will explore topics such as accessible pricing for sport programs and services, community investment in capital projects for sport and the ethics of economic impact reports, and triple-bottom-line management. Students will also learn about contemporary financial issues for sport organizations and their impact in society, including the equitable financing of women's sports, Name, Image and Likeness (NIL), and the financial exploitation of athlete labor markets, sports gambling, pay-for-play in youth sports, among other topics.

PRT 295: Sport and Popular Culture

This course examines the role of sports in contemporary American culture (music, film, television, advertising, fashion, toys, magazines, etc.) by drawing upon the fields of psychology, communications, sport management, education, history, African American studies and women and gender studies. Through critical analysis, students will learn about and discuss the connection between sports, popular culture and issues of race, gender, sexuality, censorship, and social class.

PARKS, SPORT AND TOURISM IN SOCIETY - Summer 2 Courses

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PRT 200: Health, Wellness and the Pursuit of Happiness

Despite having one of the highest standards of living in the world, a growing number of Americans are unhappy. College students, in particular, are experiencing unprecedented stress-induced mental health issues. This course aims to help students understand behaviors that are personally beneficial and contribute to a healthy and happy life. Students will learn what research says about what makes us happy and healthy and how to put those strategies into practice. The role of leisure in the context of recreation, sports or other discretionary activities is a central focus of course modules and assignments.

PRT 406: Sport Law

Risk management in sport and recreation environments is all about identifying, evaluating, controlling and managing the threats to the organization. It includes managing risk within sports and recreation facilities and events and creating a reasonably safe environment for participants, staff, spectators and other stakeholders. This course aims to help students understand the importance of risk management for both program and organizational success. Students will learn how legal issues impact every aspect of sport and recreation programs, services and facilities — from facility and program planning to human resource management.

PARKS, SPORT AND TOURISM IN SOCIETY - Study Abroad Courses

Sport, recreation and tourism play a significant cultural role in our society, and if managed intentionally, they can be leveraged to increase well-being and foster sustainable community development. The Department of Parks, Recreation and Tourism Management offers a number of courses that examine the cultural, political, social, economic and historical impacts of recreation, tourism and sport. Check out a few below.

PRT 366: Sport Programming

This course provides an overview of the foundations, administrative support systems, delivery systems and desirable practices of planning and implementing sport events. As part of an international experience, the course provides a cross-cultural perspective on sport events with emphasis on problems and solutions associated with sports in the United States and the United Kingdom. While the two countries share significant cultural similarities, many of the institutional structures, policies, funding mechanisms and approaches to managing sport are unique. This course examines the nature, scope and importance of the sport industry from local, regional, national and global perspectives. Students will evaluate the societal impacts of hosting sport events, including event legacies and human rights impacts, and examine the delivery of inclusive sport events in different contexts, including sport for underrepresented groups and people with disabilities.

PRT 478: Sustainable Sport Facility Management

This study abroad course provides students with an engaging experience that gives them a foundational understanding of how facilities in the United Kingdom and the United States are developed and operated. Students will examine the development and management of sport facilities, paying particular attention to environmental concerns and the sustainability of stadiums. Specifically, the course focuses on the 3 E's of sustainability — environment, equity and economics. Students learn about sustainable systems, and within this, the differences between sustainability in the U.K. and U.S. From this underpinning, the course is divided into two main frameworks. The first of these frameworks covers the development of sport facilities, while the second covers sport facility operations. Each part of the course is enhanced by visits to facilities in the U.K., recorded lectures and videos with facility operators in the U.S., and hands-on learning experiences.