

Sports and Recreation Management

FranklinPierce
UNIVERSITY



The Franklin Pierce Difference

Franklin Pierce University is one of a small number of schools that houses the Sports and Recreation Management program within the Division of Business Administration, reflecting the University's intent to prepare students to become leaders and managers within the industry. Courses offer a dual focus on aspects of the sports and leisure industry as well as general management principles. Guest lecturers frequently supplement the curriculum by teaching the actual methodologies utilized in their industries. Course content has been developed and refined to reflect current real world applications of management concepts and theory. Each semester, students accompany professors to on-site visits to some of New England's largest and best known sports and recreation facilities.

Course Details

The Major in Sports and Recreation Management combines a basic liberal arts education with specialized preparation for a career in one of two tracks: Professional Sports Management or Recreation Management. Students take a series of required core courses and choose several course options within their selected track. These options allow study in such specialized areas as ski area management, advertising, consumer behavior and child and adolescent development.

“The Sports and Recreation Management Major hasn't just taught me about the skills needed for a career in the industry, but it has helped prepare me for the obstacles that lie ahead and to achieve every goal I set for myself.” - Karissa Hookstadt, Class of 2009

Co-curricular Opportunities

- Team projects that assist small businesses in southern New Hampshire with solving real business problems.
- Research trips to some of New England's best known sports and recreation facilities. Past sites have included Fenway Park, Foxboro Stadium and The Fleet Center.
- Participation in the University's Sports and Recreation Management Club.
- National Outdoor Leadership School (NOLS). Earn college credit while engaging in full semester programs in spectacular wilderness classrooms that teach outdoor skills and leadership.

Student Success

Students have completed internships and have secured jobs with the following organizations:

- New England Patriots
- Boston Celtics
- ESPN
- New Jersey Cardinals
- Lowell Spinners
- Worcester Tornadoes
- New Hampshire Fisher Cats



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40 University Drive
Rindge, NH 03461

For more information or
to arrange a campus visit,
contact the Admissions
Office at 800-437-0048.

franklinpierce.edu

Sports and Recreation Management

Major Requirements

In addition to the Individual and Community Curriculum (see page 110 of the Academic Catalogue) and Divisional Core course requirements (see page 54 of the Academic Catalogue), the following courses must be completed successfully with a grade point average of at least 2.0 to fulfill the major requirements:

- SR201 Principles of Sports and Recreation Management
- SR243 Programming in Sports and Recreation Management
- SR368 Sports and Recreation Facilities Management
- SR390 Internship in Sports and Recreation Management
- SR419 Law and Liability in Sports and Recreation

Plus three courses from one of the tracks listed below:

Professional Sports Management Track

Choose 3 from the courses listed below:

- MN314 Human Resource Management
 - MN321 Organizational Behavior
 - MN371 Small Business Management
 - MK304 Advertising
 - SR238 Introduction to Training and Treatment in Athletics
 - BA213 Business Law I
 - BA214 Business Law II
 - SR338 Fitness Management
 - PS285 Sports Psychology
- Recommended: Biology I and II instead of Integrated Science I and II.

Recreation Management Track

Choose 3 from the courses listed below:

- SR238 Introduction to Training and Treatment in Athletics
- SR338 Fitness Management
- SR357 Recreation Therapy
- SR439 Ski Area Management
- MK314 Consumer Behavior
- MK304 Advertising
- MN314 Human Resource Management
- MN348 Public Administration
- MN321 Organizational Behavior
- PS220 Group Dynamics
- PS230 Child and Adolescent Development
- PS231 Adult Development and Aging

Areas of Study within the Division of Business Administration

- **Accounting-Finance** (Major, with a Minor in Accounting and a Minor in Finance available to students pursuing a major within the Division)
- **Advertising** (Minor)
- **Arts Management** (Major, with concentrations available in Art History, Dance, Fine Arts, Graphic Communications, Mass Communication, Music, and Theatre Arts.)
- **Business Administration** (Minor)
- **Economics** (Minor)
- **Management** (Major, with a Minor in Management available to students pursuing a major within the Division)
- **Marketing** (Major and Minor offered)
- **Sports and Recreation Management** (Major and Minor offered)

Sports and Recreation Management Faculty

Dr. Bonnie Black
B.S.P.E., University of Florida
M.A., Ed.D., University of Northern Colorado

Visiting Instructor:

Keith Detjen
B.S., M.B.A., Southern New Hampshire University

Affiliated Faculty:

Cross-disciplinary courses in the Sports and Recreation Management Major are taught by Franklin Pierce University faculty in the departments of Management, Business Administration, and Psychology.

The Academic Catalogue can be viewed online at www.franklinpierce.edu/catalog. Copies are also available through the Admissions Office.

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