Sports and Recreation Management

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 '09

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
Sports and Recreation Management

Major Requirements

In addition to the Individual and Community Curriculum (see page 118 of the Academic Catalog) and Divisional Core course requirements (see page 174 of the Academic Catalog), 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
SR001 Comprehensive Exam
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)

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

For more information or to arrange a campus visit, contact the Admissions Office at 800.437.0048.