Carroll University
SPORT & RECREATION MANAGEMENT
Fall Semester 2017

Course: SRM 405 A - Recreational Programming (4 Credits)
Day/Time: Wednesdays from 6:00 – 9:50 p.m.
Location: MN 113
Instructor: Ron Grall, M.S., CPRP
Phone: 262-501-2617 (cell)
          262-524-3734 (day)
Office: T.B.D
Office Hours: By appointment
Email: rgrall@carrollu.edu


Course Description:
This course will provide students with the skills to develop, administer and lead a variety of recreation programs. The course will also involve budgeting and marketing/promotion methods and strategies designed for various populations and settings.

Course Objectives:
1. Demonstrate the ability to plan, design and develop recreation programs for all age groups (target markets) using a variety of formats.
2. Demonstrate the ability to develop budgets and marketing plans for recreational programming.
3. Demonstrate the ability to write a professional program plan and be able to present the program for approval.
4. Demonstrate the ability to implement, manage and evaluate recreations programs.
5. Students will be introduced to the history of recreation and leisure and current trends.
6. Students will be introduced to professional certification and development opportunities.

Grading:
Program Plan Development Projects (2) 300 Points (60%)
Developing a program from inception through proposal presentation to the class.

Master Quiz 90 Points (18%)

Quizzes (6) 60 Points (12%)

Recreation Trends Report 25 Points (5%)
Research a current program trend facing professionals – written report & present to class.

On-Line Program Publication Critique 25 Points (5%)
Complete evaluation of publication & present to class.

Note: Required to cite 3 sources (2 from publications). Max. 3 pages.
Note: Evaluation form will be distributed.

Total points: 500

Special Note: The quality (organization of thought, grammar, neatness, etc.) of writing is emphasized and will be a significant grading element in all-applicable assignments.
Final Grade: 
A   = 465 + points (93%)  
AB = 464 – 435 points (87 %)  
B    = 434 – 415 points (83%)  
BC = 414 – 385 points (77%)  
C    = 384 – 365 points (73%)  
CD = 364 – 335 points (67%)  
D    = 334 – 300 points (60%)  
F     = 299 or below (>60%)

Attendance and Grading: 
Attendance is essential to fully master the material presented. Projects and assignments are expected to be submitted on time. Ten (10) points will be deducted for each unexcused absence and five (5) points may be deducted for each class day a project or assignment is late. Assignments or projects over five class days late will receive a zero grade.

Statement of Academic Integrity: 
The Carroll University Academic Integrity Policy is located in your student handbook (pages 21-26). I encourage you to familiarize yourself with it. If it is found that a student has violated this policy in any way, I (the instructor) reserve the right to impose a sanction of failure on the assignment/assessment and/or failure in the course. If you have any questions, please ask!

The instructor and the University reserve the right to modify, amend, or change the syllabus (schedule, course assignments, grading policy, etc.) as the curriculum and / or program may require.

Course Schedule

<table>
<thead>
<tr>
<th>Week/Class Date</th>
<th>Topic</th>
<th>Next Class Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (9/13)</td>
<td>Class introduction, review syllabus, discuss class expectations and projects, discuss student expectations and “personal goals” and general history of recreation.</td>
<td>Chapters 1-3 (44 p.)</td>
</tr>
<tr>
<td>2 (9/20)</td>
<td>Quiz #1 on Chapters 1-3 Discuss: Basic program concepts, “activity system” key elements &amp; how people experience leisure. Discuss Trends in Recreation.</td>
<td>Chapters 4-6 (47 p.) Work on Rec.Trends.</td>
</tr>
<tr>
<td>3 (9/27)</td>
<td>*Work on Recreation Program Trends</td>
<td>Chapters 9-12 (67p.)</td>
</tr>
<tr>
<td>4 (10/4)</td>
<td>Quiz #2 on Chapters 4-6 Recreation Trend Report Presentations (25 points) Discuss: Benefits based programming, developing leisure service products, goals/objectives, &amp; “program development cycle”. Assign On-Line Program sites.</td>
<td>Think about what programs you would like to plan for?</td>
</tr>
<tr>
<td>5 (10/11)</td>
<td>*Work on Program Publication Critiques</td>
<td>Make agency contacts!</td>
</tr>
</tbody>
</table>

2.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Chapters/Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>10/18</td>
<td><strong>Quiz #3 on Chapters 9-12</strong>&lt;br&gt;Discuss: Obtaining potential user input, program design goals, program design, &amp; creative programming.</td>
<td>13-15 (59p.)</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Work on Program Critiques</strong></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>10/25</td>
<td><strong>Quiz #4 on Chapters 13-15</strong>&lt;br&gt;Program Publication Critiques – Presentations (25 points)&lt;br&gt;Discuss: Operational strategies, preparing the program plan, techniques for program promotion, &amp; registration procedures.</td>
<td>16-19 (61 p.)</td>
</tr>
<tr>
<td>8</td>
<td>11/1</td>
<td><strong>Quiz #5 on Chapters 16-19</strong>&lt;br&gt;Discuss: Staffing &amp; supervision, program pricing philosophy, determining program costs, &amp; pricing services.&lt;br&gt;&lt;strong&gt;Discuss/determine Program Development Plan Projects**</td>
<td>20-22 (83 p.)</td>
</tr>
<tr>
<td>9</td>
<td>11/8</td>
<td><strong>Quiz #6 on Chapters 20-22</strong>&lt;br&gt;Discuss: Follow-up analysis, program evaluation techniques, comprehensive evaluation, &amp; making decisions about program services.</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>11/15</td>
<td><strong>Guest Recreation Programmer</strong>&lt;br&gt;&lt;strong&gt;Discuss Resume Building &amp; Jobs in the Profession**</td>
<td>Prepare for Program Plan I.</td>
</tr>
<tr>
<td>11</td>
<td>11/22</td>
<td><em>Work on Program Plans</em></td>
<td>Study for Master Quiz&lt;br&gt;Happy Turkey Day!</td>
</tr>
<tr>
<td>12</td>
<td>11/29</td>
<td><strong>Program Plan Presentations – Round I (150 points)</strong></td>
<td>Work on Program Plan II&lt;br&gt;&amp; Master Quiz</td>
</tr>
<tr>
<td>13</td>
<td>12/6</td>
<td><strong>Master Quiz (90 points)</strong>&lt;br&gt;Emphasis on Program Plan components</td>
<td>Complete Program Plan II</td>
</tr>
<tr>
<td>14</td>
<td>12/13</td>
<td><strong>Program Plan Presentations – Round II (150 points)</strong></td>
<td>Last Class Celebration!</td>
</tr>
</tbody>
</table>