Recreation Management (REC) - Graduate Courses

Courses

REC 400/500 Cr.3
Planning for Park and Recreation Facilities
Designed to equip the student with the basic knowledge necessary to understand and implement the planning process in the development of park and recreation facilities. This course is also designed to familiarize the student with federal, state and local statutes, and other related documents (U.S. Census, Wisconsin Administrative Codes, county and municipal ordinances). Offered Fall, Spring.

REC 402/502 Cr.3
Risk Management in Leisure Service Organizations
This course will identify the primary components of risk management and deals with the legal aspects of tort liability and contracts in leisure service organizations. It is designed to provide students with the basic knowledge necessary to understand and manage legal risks associated with leisure service organizations. Offered Fall, Spring.

REC 404/504 Cr.3
Budgeting in the Recreation Enterprise
Emphasis is placed on budget development, implementation and management decision-making within the recreation and park enterprise. This course introduces students to various contextual operational budgets within governmental and non-profit enterprises. Offered Fall, Spring.

REC 420/520 Cr.3
Revenue Management in Recreation Enterprises
This course covers prices and pricing from both managerial and behavioral perspectives in recreation, parks, and tourism settings. While the managerial aspects of pricing include pricing policy/strategy and revenue management (defined as selling perishable service products to the right customer at the right time for the right price), the behavioral aspects include psychology of pricing, price fairness, price perceptions, and willingness-to-pay for non-market goods. Offered Fall, Spring.

REC 481/581 Cr.1-3
Outdoor Pursuits
This course provides skill development and leadership techniques in outdoor recreation activities commonly associated with wilderness and roadless areas. Backcountry ethics and safety will be stressed. A field trip will be required. Examples: backpacking, canoeing, bicycling, rock climbing, fishing, camping, and/or cross-country skiing. Repeatable for credit - maximum six. Offered Occasionally.

REC 491/591 Cr.1-3
Workshops in Recreation and Parks
Group study of varying recreation and parks topics. University professors as well as visiting lecturers will be invited to address the students and conduct specialized phases of the workshops. Repeatable for credit under different topics. No student may earn more than six credits in REC 491/591 and RTH 491/591. Offered Occasionally.

REC 700 Cr.1-6
Internship in Guided Learning
Application of the methods and techniques of recreation leadership and administration through a supervised internship experience. Repeatable for credit - maximum six. Prerequisite: completion of all required REC/RTH courses; approval of recreation management internship coordinator. Consent of instructor. Offered Fall, Spring, Summer.

REC 701 Cr.3
Philosophical Found of Leisure, Play and Recreation
In-depth study of past and current theories of leisure, play and recreation; concepts of work and time; the influence of technology and societal changes and the role of recreation in modern day society. Offered Fall.

REC 704 Cr.3
Current Issues and Problems
An examination of current factors that are affecting the field of recreation, parks, and leisure with a major emphasis on special problem areas. Subject matter may vary in areas of interest or experience of the student and the instructor. Offered Occasionally.

REC 710 Cr.3
Entrepreneurship in Recreation
This course focuses on management processes that the entrepreneur in recreation uses to create new recreation or entertainment services or to reenergize faltering services. Because entrepreneurs create services that are unusual, innovative, or unique, emphasis is given to planning and marketing processes. The course addresses market feasibility studies, business plan development, pricing, advertising, and public relations. Offered Spring.

REC 711 Cr.3
Management of Leisure Services Organizations
Designed to equip the student with the knowledge and skills necessary to manage a public, not-for-profit, or commercial leisure service organization or a division of a leisure service organization. Emphasis will be placed on management functions (planning, organizing, staffing, leading, and controlling) as they relate to the leisure service organization. Offered Spring.

REC 720 Cr.3
Research Methods for Recreation, Parks, and Leisure
The course introduces graduate students to research methods used in leisure research and recreation programs. Students learn to develop a research question, collect and analyze research literature, and conduct research using both quantitative and qualitative methods. The course is designed specifically to help students use methods relevant to the recreation field to take the initial steps for a graduate thesis or project. Offered Fall.

REC 740 Cr.1-3
Philosophical Found of Leisure, Play and Recreation
In-depth study of past and current theories of leisure, play and recreation; concepts of work and time; the influence of technology and societal changes and the role of recreation in modern day society. Offered Fall.

REC 751 Cr.3
Management of Leisure Services Organizations
Designed to equip the student with the knowledge and skills necessary to manage a public, not-for-profit, or commercial leisure service organization or a division of a leisure service organization. Emphasis will be placed on management functions (planning, organizing, staffing, leading, and controlling) as they relate to the leisure service organization. Offered Spring.

REC 761 Cr.1-6
Graduate Project in Recreation
An independent investigation of advanced level study in the leisure service profession. Examples of professional projects include development of agency manuals, development of agency comprehensive assessments, research projects, recreation business proposals, program development and evaluation, and recreation comprehensive plans. Repeatable for credit - maximum six. Consent of department. Offered Fall, Spring, Summer.
REC 780 Cr.3
**A Comparative Approach to Leisure & Society**
This course will survey leisure practices throughout the world and make a comparison of how leisure is perceived in other societies. Prerequisite: REC 701. Offered Occasionally.

REC 790 Cr.1-3
**Advanced Seminar - Recreation Management**
Various current professional and theoretical topics will be presented in workshop format. Visiting scholars will supplement faculty presentations. Repeatable for credit - maximum six. Offered Occasionally.

REC 795 Cr.1-3
**Independent Study in Recreation**
Individualized study of areas not available in existing courses. Repeatable for credit - maximum six. Consent of instructor. Offered Fall, Spring, Summer.

REC 797 Cr.1-3
**Special Projects in Recreation Management**
Individualized study areas not available in existing courses or independent study. Emphasis is on the planning, implementation, and evaluation of a recreation leisure project. Projects are completed under the supervision of the director and graduate faculty in the department. Repeatable for credit - maximum six. Offered Fall, Spring, Summer.

REC 799 Cr.1-6
**Research-Master’s Thesis**
Independent research project selected and executed under the direction of a graduate faculty member by students electing to write a thesis. The project may be in any area related to recreation and parks. Maximum six credits allowed toward degree for graduation. Consent of department. Offered Fall, Spring, Summer.