Welcome to the Recreation Management Graduate Program at UWL

The Master of Science in Recreation Management Program prepares students for positions in public, private, and commercial recreation agencies. The curriculum consists of learning experiences critical for assuming high-level management positions in the leisure service profession.

This program is designed to provide students with individualized continuing education to develop competencies specifically related to recreation career development and professional growth. The emphasis is on individualizing the student’s program.

Graduates are prepared to:

- Plan, develop, and manage recreation programs in public and private agencies, commercial enterprises, and tourism business
- Use diverse community, natural, institutional, and human service resources to enhance programs
- Apply common and innovative management techniques for budgets, service pricing, cost analysis, business feasibility, market analysis, and promotions
- Use leadership strategies to strengthen leisure experiences for all, including those with special needs
- Apply evaluation, survey, and research methods to ensure continued improvement in leisure services
- Apply management techniques for recruitment, selection, training, and evaluation of staff and volunteers

Graduates are employed in:

- Local recreation and park agencies; federal natural resource agencies
- Resorts, cruise ships, ski resorts, private campgrounds, and hospitality and travel industries
- Private corporations and tourism agencies
- Health clubs and recreational fitness centers
- Youth agencies
- Boy Scouts, Girl Scouts, YM/YWCA
- Condominium developments, convention/visitor bureaus, ice arenas, marinas, golf courses, and theme parks

The Master of Science is also available in therapeutic recreation (http://catalog.uwlax.edu/graduate/programrequirements/therapeuticrecreation).

2017-18 Faculty/Staff

The following is the graduate faculty and staff as of the publication date of this catalog. This list will not be updated again until the next catalog is published in June.

Professor
Jearold Holland, Ph.D.

Associate Professor
Laurlyn Harmon, Ph.D.
Gretchen Newhouse, Ph.D.
Nancy Richeson, Ph.D.

Assistant Professor
Katherine Evans, Ph.D.

Senior Lecturer
Daniel Widuch, M.S.Ed.

Lecturer
Patricia Ardovino, Ph.D.
Susan Murray, Ed.D.
Lisa Savarese, M.S.

Associate Lecturer
Tara DeLong, M.S.

Administrative Support
Janet Craig, Academic Department Associate
Maureen Nelson

Graduate degree
- Recreation management - MS (http://catalog.uwlax.edu/graduate/programrequirements/recreationmanagement/recreation-management-ms)

Recreation Management 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.

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.

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. Offered Fall, Spring, Summer.

REC 701 Cr.3
Philosophical Foundations 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
Outdoor Education
A study of the philosophy, resources, skills, methods and activities associated with the natural environment as a laboratory for the achievement of some of the purposes and objectives of education. The focus of the course is on direct participation and leadership situations in the out-of-doors. Repeatable for credit - maximum four. Offered Occasionally.

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.
**Therapeutic Recreation Courses**

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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>RTH 404/504 Cr.3</td>
<td>Coping with Pediatric Disabling Condition</td>
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<tr>
<td>RTH 462/562 Cr.3</td>
<td>Program Design and Administration of Therapeutic Recreation</td>
</tr>
<tr>
<td>RTH 470/570 Cr.3</td>
<td>Inclusive Recreation Program Administration</td>
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<tr>
<td>RTH 476/576 Cr.3</td>
<td>Facilitation Techniques in Therapeutic Recreation</td>
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<td>RTH 480/580 Cr.3</td>
<td>Leisure Education</td>
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<td>RTH 483/583 Cr.3</td>
<td>Leisure Counseling in Therapeutic Recreation</td>
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<td>RTH 480/580 Cr.3</td>
<td>Research: Master's Thesis</td>
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<td>RTH 491/591 Cr.2</td>
<td>Workshops in Therapeutic Recreation</td>
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**Leisure Education**

This course is designed to provide a philosophical understanding and overview of leisure education as well as to emphasize the approaches and strategies that can be utilized in enabling people to enhance the quality of their own lives in leisure. The focus will be leisure education as a major component of therapeutic recreation services. Topics include: leisure theory, leisure education conceptual models, leisure education programming techniques, facilitation of leisure education groups for various ages. Prerequisite: RTH 456/556, RTH 470/570. Gerontology students should have completed one core gerontology course and have permission from the director of therapeutic recreation. Offered Fall.

**Leisure Counseling in Therapeutic Recreation**

A course designed to demonstrate how leisure counseling has become an important phase of therapeutic recreation services. Students will practice intermediate level counseling skills. They will be able to conceptualize and implement leisure counseling services from assessment stage, implementation stages (both individual and group), to evaluation and referral stages. Students will learn strategies for dealing with different types of leisure-related problems. Prerequisite: RTH 470/570 and RTH 480/580. Offered Occasionally.

**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.

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**Workshops in Therapeutic Recreation**

Group study of varying therapeutic recreation 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 subtitles. No student may earn more than six credits in REC 591 or RTH 591. Offered Occasionally.

**Therapeutic Recreation Trends and Issues**

This course provides an examination of current issues, trends and professionalization concerns in therapeutic recreation, including professional organizations, ethics, current legislation, professional development, professional standards, credentialing, accreditation standards, improving organizational performance, and current professional controversies. Course should be taken last fall semester prior to internship. Prerequisite: STAT 145 and RTH 456/556. Offered Fall, Spring.

**Internship in Therapeutic Recreation**

Application of therapeutic recreation leadership and administration methods/techniques through an on-the-job or laboratory experience. Study of a significant problem, development of professionally related competencies, and/or acquisition of job-related knowledge. Conducted on or off-campus under the direction of a faculty member. Repeatable for credit - maximum six. Prerequisite: therapeutic recreation graduate student, RTH 456/556, RTH 470/570, RTH 476/576, RTH 480/580, or equivalents and/or approval of graduate program director and internship coordinator. Offered Fall, Spring, Summer.

**Foundations in Therapeutic Recreation**

This course will provide a graduate level overview of Therapeutic Recreation including: historical and philosophical foundations of Therapeutic Recreation; disability education and medical language; and Service Learning applications. This course is specifically designed to help Therapeutic Recreation graduate students who do not have a Therapeutic Recreation undergraduate degree. Offered Fall.
RTH 730 Cr.3  
**Advanced Clinical Aspects/Therapeutic Recreation**  
An investigation of the concepts and techniques utilized by the experienced and advanced Therapeutic Recreation Specialist including clinical issues, comprehensive program concerns, administrative functions and trends in the practice of therapeutic recreation service. Offered Fall.

RTH 790 Cr.1-3  
**Advanced Seminar - Therapeutic Recreation**  
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.

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

RTH 797 Cr.1-3  
**Special Projects in Therapeutic Recreation**  
Students pursue individualized study areas not available in existing courses or independent study. These projects will be completed under the supervision and direction of a faculty member within the department of recreation management and therapeutic recreation. Examples include: wheelchair sports/coaching, special recreation programs, Special Olympics, development of professional materials/programs, and other topics. Repeatable for credit - maximum six. Prerequisite: RTH 456/556; consent of instructor and student's advisor. Consent of instructor. Offered Fall, Spring, Summer.