Course Inventory Change Request

New Course Proposal

Date Submitted: 11/10/14 10:22 am

Viewing: PEHR 3900: Community Recreation Program Promotion and Public Relations

Last edit: 11/11/14 8:30 am

Changes proposed by: lwright

Course Prefix: PEHR
Course Number: 3900
Effective Semester: Fall 2015
Department:
Family Consumer Science & Physical Education, Health, & Recreation (FAPE)
School:
School of Education
Course Title:

In Workflow
1. FAPE Chair
2. ED Admin
3. ED Dean
4. University Curriculum Committee Chair
5. Banner

Approval Path
1. 11/10/14 10:23 am Linda Wright (lwright): Approved for FAPE Chair
2. 11/10/14 10:50 am Robyn Whipple (whipple): Rollback to FAPE Chair for ED Admin
3. 11/10/14 11:44 am Linda Wright (lwright): Approved for FAPE Chair
4. 11/10/14 3:30 pm Robyn Whipple (whipple): Rollback to FAPE Chair for ED Admin
5. 11/11/14 8:09 am Linda Wright (lwright): Approved for FAPE Chair
6. 11/11/14 8:34 am Robyn Whipple (whipple): Approved for ED Admin
Community Recreation Program Promotion and Public Relations

Short Course Title: Recreation Promotion & PR

Credits: 3
Workload Factors: 3
Primary Grade Type: Standard Letter
Secondary Grade Type:
Instructor No
Permission Required: No
Repeatable for Credit: No
Schedule Type: Hrs/Wk: %contact_hours.eschtml%
Catalog Prerequisites? No
Corequisites? No
Course/Lab Fee? No
Instruction Index Code: FED 100
GE Status Requested: No

Catalog Description
For students majoring in the Recreation Management emphasis this course focuses on fee supported public sector recreation services, including: marketing, economic analysis, public relations, and deployment funding.

Course Rotation:
Spring (every)

Justification for course/change:
Successful Public Sector Recreation Program and Facility administration/management requires extensive informational and promotional efforts. During the course of the recent student visitations
to local agencies it has always come up as a task that takes considerable agency effort and time as well as efficient and effective use of budget dollars. It is universally recommended by area professionals that the Recreation Management program provide a way for students to acquire the unique skills that are required for public sector success, which are often quite different from traditional or general business methods. This course will be added to the list of eligible electives for the Recreation Management emphasis in the INTS degree.

Library Resources Adequate:
Tech Resources Adequate:

Comparable Courses:
(use USHE course first)

<table>
<thead>
<tr>
<th>Institution</th>
<th>Prefix/Number</th>
<th>Credit(s)</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Utah</td>
<td>PRT 5460</td>
<td>3</td>
<td>Electronic Marketing for Parks, Recreation &amp; Tourism</td>
</tr>
<tr>
<td>Utah Valley University</td>
<td>REC 3500</td>
<td>3</td>
<td>Recreation Administration-Publicity and Public Relations</td>
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<tr>
<td>Purdue University</td>
<td>HE 525</td>
<td>3</td>
<td>Marketing and Promotion in Health, Fitness, and Sports Organizations</td>
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Course Learning Outcomes:
Learning Outcomes (are to demonstrate a):
1. Detailed and current understanding of the principles and practices related to marketing and promotion.
2. Knowledge of acquisition and utilization of non-traditional funding sources and grants.
3. Knowledge of how to leverage personal relationships to influence decision making at all levels within the scope of the project.
4. Expertise in using standard tools to analyze and manage projects and campaigns.
5. Familiarity with legal and regulatory issues related to public sector funding and public relations.
6. Commitment to consistently enhancing the facility and service.

How do your Course Learning Outcomes align to your Program Learning Outcomes?
Alignment of Learning Outcomes with Recreation Management Program Learning Objectives:
1. Successful marketing, promotions and public relations.
2. Fundamental elements and resources related to deployment.
3. External groups: booster clubs, sport support groups, corporate & business sponsorships.
5. Organizing Specific Projects by use of templates and standard tools.
6. The impact of the regulatory environment

Schedule of lesson activities that meet Course Learning Outcomes:

<table>
<thead>
<tr>
<th>Schedule of lesson activities that meet Course Learning Outcomes:</th>
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<tbody>
<tr>
<td>Week Activity</td>
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<tr>
<td>1. Introductions, review of class requirements, review of program requirements</td>
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<td>2. Fundamental elements promotion</td>
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<td>3. Effective relationships with all the ancillary persons and groups involved</td>
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<td>4. Strategic tactical methods and tools</td>
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<td>5. Case studies seminars and individual analysis</td>
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<td>6. Resources of potential in planning for campaigns</td>
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<td>7. Review and preparation for exam</td>
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<tr>
<td>8. Giving credit when due and wanted and how to deal with anonymity</td>
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<td>9. Tools and templates</td>
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<td>10. Maintaining exposure and community interest</td>
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<tr>
<td>11. Case Studies seminar and individual analysis</td>
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<td>12. Student project selection and definition</td>
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<td>13. Work on projects</td>
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<td>14. Student presentations</td>
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<tr>
<td>15. Lessons Learned: Review and Preparation for Final</td>
</tr>
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Assessment activities that provide evidence of student learning:

Assessment Activities that provide evidence of student learning:

1. Analysis of directed readings in the textbook as well as informational and promotional materials gathered from agencies and programs.
2. Case studies –Survey of common practices and classroom participative discussion pertaining to the advantages and disadvantages of same.
3. Major project is a student created detailed promotional campaign for a real-world recreation program or facility and presentation.
4. Periodic Quizzes as well as Midterm and Final examinations.

Course Reviewer Comments

whipple (11/10/14 10:50 am): Rollback: 1)Course description should have a designated audience at the beginning. 2)Numbering in section on how CLO align to PLO should be fixed.
whipple (11/10/14 3:30 pm): Rollback: In order to add this course to the list of eligible electives for the Rec Management Emphasis, you need to add that intention in the Justification section of the form.