RECREATION, PARK, AND NONPROFIT ADMINISTRATION, BACHELOR OF SCIENCE (5010)

Program Coordinator
Raymond A. Poff, raymond.poff@wku.edu, (270) 745-2498

The major in Recreation, Park, and Nonprofit Administration prepares students for numerous and exciting careers in the nonprofit, government, and private sectors. These careers are designed to help individuals, families, and communities improve their quality of life.

Students will complete at least one of the following options: a) Major consisting of core courses (36 hours); b) Major with concentration - Comprehensive Study of Recreation, Parks, Events, and Tourism (48 hours); or c) Major with concentration - Nonprofit Administration (48 hours).

The major requires 36 or 48 semester hours and leads to a Bachelor of Science degree. It is nationally accredited by The Council on Accreditation of Parks, Recreation, Tourism, and Related Professions. https://accreditationcouncil.org/.

Key career areas in Recreation and Park Administration include community recreation, outdoor recreation, recreational sport, event management, tourism, nonprofit organizations, campus recreation, recreation business, and Armed Forces recreation.

Key career areas in Nonprofit Administration include, arts, culture, humanities, community development, disability services, disaster relief, education, environment, food, fundraising, healthcare, museums, nature, professional organizations, recreation, science, seniors, sports, wildlife, youth services, and NGOs (Non-Governmental Organizations).

For more information on career opportunities related to this major, please visit, https://www.wku.edu/recreation/career-opps.php.

Concentrations

- Comprehensive Study of Recreation, Parks, Events, and Tourism (RECS)
- Nonprofit Administration (RENA)

Program Requirements (36-48 hours)

A baccalaureate degree requires a minimum of 120 unduplicated semester hours. More information can be found at www.wku.edu/registrar/degree_certification.php. (https://www.wku.edu/registrar/degree_certification.php)

Students who began WKU in the Fall 2014 and thereafter should review the Colonnade requirements located at: https://www.wku.edu/colonnade/colonnaderequirements.php. (https://www.wku.edu/colonnade/colonnaderequirements.php)

The major requires a minimum of 36-48 semester hours and leads to a Bachelor of Science degree.

Students will complete at least one of the following options:

1. (36 hours) – Major core courses as listed in the next section below. *See important footnote below**
2. (48 hours) – Major core courses [36 hours] + Comprehensive Study of Recreation, Parks, Events, and Tourism concentration [12 hours]
3. (48 hours) - Major core courses [36 hours] + Nonprofit Administration concentration [12 hours]

* Students selecting this option will also need to complete a certificate, minor, or second major. The combination must include at least 54 hours (48 unduplicated). For a list of popular programs to pair with this concentration, please visit www.wku.edu/recreation (http://www.wku.edu/recreation/).

Core Courses

Code	Title	Hours
REC 200	Recreation in Society	3
REC 302	Recreation Leadership	3
REC 306	Experience Planning and Evaluation	3
REC 328	Inclusive Recreation	3
REC 338	Parks, Recreation, and Quality of Life	3
REC 402	Fiscal Practices in Recreation	3
REC 406	Recreation Administration	3
REC 490	Internship in Recreation	12
Complete 3 hours of REC courses (unduplicated) from REC 2**, REC 3**, REC 4**, or, other courses approved by the Recreation, Park, and Nonprofit Administration advisor.		3
Total Hours		**36**

The two concentrations available to choose from include:

- Comprehensive Study of Recreation, Parks, Events, and Tourism (48 hours);
- Nonprofit Administration (48 hours).

Comprehensive Study of Recreation, Parks, Events, and Tourism Concentration

Code	Title	Hours
Students will complete the 36 credit hours of core courses as detailed above, plus the following requirements:		
Complete 6 hours (unduplicated) from REC 2**, REC 3**, or REC 4**.		6
Complete 6 hours (unduplicated) from the following:		6
REC 2**, 3**, or 4**		
SPM 200	Introduction to Sport Management	
SPM 300	Governance and Public Policy in Sport	
SPM 305	Sport Event Management	
SPM 310	Sport Ethics and Moral Issues	
SPM 315	Sport Communication	
SPM 404	Sport Facility Management	
SPM 450	Legal Issues in Sport	
PE 211	Net / Wall and Target Sports	
PE 212	Striking / Fielding and Invasion Sports	

PE 300	Lifespan Leisure & Recreation Activities	
PE 319	Adapted Physical Education	
PE 340	Football Coaching	
PE 341	Basketball Coaching	
PE 342	Track and Field Coaching	
PE 343	Baseball Coaching	
EXS 122	Foundations of Kinesiology	
EXS 223	Introduction to Exercise Science	
HMD 271	Tourism Planning and Development	
HMD 373	Hospitality and Tourism Marketing	
HMD 375	Meeting and Convention Management	
HMD 475	Advanced Event Planning in Hospitality	
MKT 220	Basic Marketing Concepts	
MKT 331	Social Media Marketing	
MGT 210	Organization and Management	
MGT 333	Management of Nonprofit Organizations	
ACCT 220	Principles of Financial Accounting	
ENT 312	Entrepreneurship	
PS 340	Principles of Public Administration	
GEOG 210	Environment and Ecological Policy	
GEOG 295	Introduction to Research Techniques	
GEOG 475	Selected Topics in Environment, Geography, and Sustainability	
GISC 316	Geographic Information Systems I	
Or, other courses approved by the Recreation, Park, and Nonprofit Administration advisor.		
Total Hours		**12**

Nonprofit Administration Concentration

Code	Title	Hours
Students will complete the 36 credit hours of core courses as detailed above, plus the following requirements:		
REC 220	Understanding the Nonprofit Sector	3
REC 460	Grant Writing for Nonprofit Organizations	3
MGT 333	Management of Nonprofit Organizations	3
or PS 340	Principles of Public Administration	
MKT 220	Basic Marketing Concepts	3
Total Hours		**12**

Finish in Four Plans
Four Year Plans
Comprehensive Study of Recreation, Parks, Events, and Tourism Concentration

First Year

Fall	Hours	Spring	Hours
REC 200 (Colonnade - Social & Behavioral)	3	REC 302	3
COMM 145	3	ENG 100	3
Colonnade - Natural & Physical Sciences	3	Colonnade: Natural & Physical Sciences with Lab	3
HIST 101 or HIST 102	3	MATH 109, MATH 116, or MATH 183	3
Colonnade: Arts & Humanities	3	Major/Minor/ Cert/Elective or World Language (if needed)	3
	15		**15**

Second Year

Fall	Hours	Spring	Hours	Summer	Hours
REC 306	3	REC 328	3	Major/Minor/ Cert/Elective	3
ENG 200	3	ENG 300 or COMM 200	3		
Major/Minor/ Cert/Elective	3	Major/Minor/ Cert/Elective	3		
Major/Minor/ Cert/Elective	3	Major/Minor/ Cert/Elective	3		
Major/Minor/ Cert/Elective	3	Major/Minor/ Cert/Elective	3		
	15		**15**		**3**

Third Year

Fall	Hours	Spring	Hours
REC 338 (Or, Connections - Systems)	3	REC 402	3
Major/Minor/ Cert/Elective	3	Connections - Social & Cultural	3
Major/Minor/ Cert/Elective	3	Major/Minor/ Cert/Elective	3
Major/Minor/ Cert/Elective	3	Major/Minor/ Cert/Elective	3
Major/Minor/ Cert/Elective	3	Major/Minor/ Cert/Elective	3
	15		**15**

Fourth Year

Fall	Hours	Spring	Hours
REC 406	3	REC 490	12
REC 338 (Or, Connections - Systems)	3		
Major/Minor/ Cert/Elective	3		
Major/Minor/ Cert/Elective	3		

	Hours			
Major/Minor/Cert/Elective	3			
	15		**12**	

Total Hours 120

Essentials of Recreation, Parks, Events, and Tourism Concentration

First Year

Fall	Hours	Spring	Hours
REC 200	3	REC 302	3
COMM 145	3	ENG 100	3
Colonnade - Natural & Physical Sciences	3	Colonnade: Natural & Physical Sciences with Lab	3
HIST 101 or HIST 102	3	MATH 109, MATH 116, or MATH 183	3
Colonnade: Arts & Humanities	3	Major/Minor/Cert/Elective or World Language (if needed)	3
	15		**15**

Second Year

Fall	Hours	Spring	Hours	Summer	Hours
REC 306	3	REC 328	3	Major/Minor/Cert/Elective	3
ENG 200	3	ENG 300 or COMM 200	3		
Major/Minor/Cert/Elective	3	Major/Minor/Cert/Elective	3		
Major/Minor/Cert/Elective	3	Major/Minor/Cert/Elective	3		
Major/Minor/Cert/Elective	3	Major/Minor/Cert/Elective	3		
	15		**15**		**3**

Third Year

Fall	Hours	Spring	Hours
REC 338 (Or, Connections - Systems)	3	REC 402	3
Major/Minor/Cert/Elective	3	Connections - Social & Cultural	3
Major/Minor/Cert/Elective	3	Major/Minor/Cert/Elective	3
Major/Minor/Cert/Elective	3	Major/Minor/Cert/Elective	3
Major/Minor/Cert/Elective	3	Major/Minor/Cert/Elective	3
	15		**15**

Fourth Year

Fall	Hours	Spring	Hours
REC 406	3	REC 490	12
REC 338 (Or, Connections - Systems)	3		
Major/Minor/Cert/Elective	3		
Major/Minor/Cert/Elective	3		

Nonprofit Administration Concentration

First Year

Fall	Hours	Spring	Hours
REC 200	3	REC 302	3
COMM 145	3	ENG 100	3
Colonnade: Natural & Physical Sciences	3	Colonnade: Natural & Physical Sciences with lab	3
HIST 101 or HIST 102	3	MATH 109, MATH 116, or MATH 183	3
Colonnade: Arts & Humanities	3	Major/Minor/Cert/Elective or World Language (if needed)	3
	15		**15**

Second Year

Fall	Hours	Spring	Hours	Summer	Hours
REC 306	3	REC 328	3	Major/Minor/Cert/Elective	3
REC 220	3	MKT 220	3		
ENG 200	3	ENG 300 or COMM 200	3		
Major/Minor/Cert/Elective	3	Major/Minor/Cert/Elective	3		
Major/Minor/Cert/Elective	3	Major/Minor/Cert/Elective	3		
	15		**15**		**3**

Third Year

Fall	Hours	Spring	Hours
REC 338 (Or, Connections - Systems)	3	REC 402	3
MGT 333 or PS 340	3	REC 460	3
Major/Minor/Cert/Elective	3	Connections - Social & Cultural	3
Major/Minor/Cert/Elective	3	Major/Minor/Cert/Elective	3
Major/Minor/Cert/Elective	3	Major/Minor/Cert/Elective	3
	15		**15**

Fourth Year

Fall	Hours	Spring	Hours
REC 406	3	REC 490	12
REC 338 (Or, Connections - Systems)	3		
Major/Minor/Cert/Elective	3		
Major/Minor/Cert/Elective	3		
Major/Minor/Cert/Elective	3		
	15		**12**

Total Hours 120