PARKS AND RECREATION MANAGEMENT
Western Carolina University

STUDENT HANDBOOK

PRM December 2018 Graduates

Parks and Recreation Management Program
Human Services Department
College of Education and Allied Professions.
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This handbook is designed to help students through the process of completing a PRM Major. It should be read in conjunction with the *Current Undergraduate Catalog*, found online: “catalog.wcu.edu,” which comprehensively covers all the university rules and regulations. Students are ultimately responsible for working with their advisor to design and complete their own program. Much of the information in this handbook is also featured on our PRM webpage which can be found here: [http://www.wcu.edu/learn/departments-schools-colleges/ceap/humanserv/prm/](http://www.wcu.edu/learn/departments-schools-colleges/ceap/humanserv/prm/)
General Information

The B.S. in Parks and Recreation Management (PRM) consists of the Liberal Studies requirements, a generalist core, and career path electives. The generalist core gives students the broad knowledge that parks and recreation professionals need wherever they choose to work in the profession. This includes employment in outdoor leadership, city and county recreation, military recreation, resorts, tourist attractions, camps, leisure services, or the land agencies (Parks, Forest Service, Army Corps, etc.) among many others. While the major will prepare students for careers in parks and recreation management in general, students will also focus their course work on an area that fits the field of specialization of most interest to them. The potential career paths are: Community Recreation & Youth Development, Outdoor Leadership and Instruction, Commercial and Resort Recreation, Community Health & Wellness, and Recreation Resource Management (for the Parks, Forest Service, Army Corps etc.).

Mission Statement

The mission of the Parks and Recreation Management Program is to promote resourcefulness, independent thinking, the ability to cope with change, and service to society -- by preparing leaders in the recreation resource and outdoor education professions. The program strives to maintain an intellectual and caring environment through cooperation and collaboration in active learning. Experiential education is an important component to encourage application and modification of theories learned.

The program prepares professionals to design, plan, promote, and deliver the physical and social components of the leisure service industry. This includes skills in administration, management, research and evaluation, leadership, and instruction. Graduates will be prepared to manage resources, facilities and programs, and to lead and instruct for programs in commercial, public, and non-profit settings.
PRM Degree Requirements

1. Declare the major
   First, welcome! We are excited to have you! In order to declare PRM as your major, you must write the major declaration essay. Instructions are located in the Appendix A. Most students write this essay while enrolled in PRM 250 or PRM 260. This essay serves several purposes. 1. It allows us to get to know you and your interests in the program. 2. It gives us a feel for your writing and communication skills and 3. It allows us to link you with an advisor who will be best matched with your interest areas.

2. Advisor Meeting
   Students will be assigned an advisor after completing the essay. In the initial advising meeting, students will work with their advisor to chart out their plan to graduate.

3. 120 credit hours completed (with passing grades)
   a. 42 credit hours of Liberal Studies
   b. 38-41 credit hours of PRM Major required courses (depends upon First Aid course completed)
   c. 37-40 credit hours Electives
   d. 50% of the major credits must be upper division (300 & 400 level)

4. Students must have a **2.5 G.P.A.** to graduate with a PRM degree.

5. Complete The Portfolio
   Your professional documents such as a current resume and/or outdoor resume, plus all projects, certificates, awards, and other examples of quality work, will be used to build a digital portfolio. The portfolio is a living document which you create in PRM 260: Professional Planning in PRM, update in PRM 370: Capstone Internship Orientation, and turn in for a final submission in PRM 483/484: Capstone Internship.

Applying for Graduation

1. After approximately 90 hours – students must complete a comprehensive check with their advisor to make sure that all the courses needed to graduate have been completed.

2. The **semester before** the student is due to graduate, they must complete the online graduate application form in MyWCU (this will initiate a graduation fee to pay for the diplomas, gifts and ceremonies). **Students cannot graduate if they do not apply for graduation by the deadline.**

3. Finally, students must run a NEW audit/evaluation, which will show all complete or current courses in blue. If there is anything in red, this means that there is a problem that will stop the student from graduating. For anything red, students should see their advisor immediately.
Courses and Sequencing
The 4-Year Plan details the information that students need to know when planning what courses to take and when. In addition to this, the PRM Curriculum sheet (found in Appendix C), is a helpful tool. If you are a transfer student or a “discovery major” (you found PRM after starting in another major), use the planning document found in Appendix D to help guide your course planning.

B.S. in Parks & Recreation Management: Four-Year Plan
120 hours to graduate 2.5 GPA required to graduate

First Year (15 credit hours each semester, 30 credit hours total)
Liberal Studies Courses
- First Year Seminar (1st semester)
- C1: ENG 101
- C2: MATH 101, 130 or 170
- C3: COMM 201
- C4: HEAL 123, HEAL 111, or HSCC 101
- C5: Physical & Biological Sciences, 2 courses (must be from two different disciplines)
- P1: Social Sciences, 2 courses (must be from two different disciplines)
- P3: History, 1 course
- P4: Humanities, 1 course
*At least one of the P courses must be an Upper Level Perspective

Second Year (14-16 credit hours per semester, 28-30 credits total)
Liberal Studies Courses
- C1: ENG 202
- P5: Fine & Performing Arts, 1 course
- P6: World Cultures, 1 course
*At least one of the P courses must be an Upper Level Perspective

Parks & Recreation Management Courses
- PRM 250: Foundation of PRM (3 credits): Introduction, gateway course for PRM majors. Complete essay to declare major.
- PRM 254: Introduction to Outdoor Pursuits (4 credits). This course is a pre-requisite for the outdoor leadership and instruction career path courses. OR...
- PRM 255: Active Recreation & Leisure Pursuits (3 credits)
- PRM 260: Professional Planning in PRM (1 credit). Try to take with PRM 250, 270, and 275. Must be taken sophomore or junior year. Pre-requisite for PRM 370.
- PRM 270: Leadership & Group Dynamics (3 credits). Try to take this course with PRM 250, 275, and either PRM 254 or 255.
- PRM 275: Diversity & Inclusion in PRM (3 credits). Try to take this course with PRM 250, 270, and either PRM 254 or 255.
- Elective Course (3 credits), 1-2 depending upon schedule.
**If considering studying abroad, the planning and application process begins second year.
**Third Year** (13-15 credit hours per semester, 26-30 hours total)

*Parks & Recreation Management Courses*

- First Aid: You must complete a First Aid requirement. *Choose from one of these four courses:* Health 250, PRM 252, PRM 356, or PRM 357. (credits vary)
- PRM 361: Program Planning & Evaluation (4 credits). Must take BEFORE capstone internship. Best to take BEFORE PRM 430 and 461. Pre requisite is PRM 250.
- PRM 383, 384, and 385: Mini-Internships I, II, and III (1 credit each) These courses are your mini-internships. Students must complete all three courses. They can be combined within a semester or two can be taken concurrently during the summer sessions. Each mini-internship requires working 50 hours in an agency of your choice (connected with the field of parks and recreation). It is possible to do two mini-internships during an academic semester and during summer sessions.
- Elective Courses (3 credits): Choose 3-5 classes to assist with professional career path preparation. Consult with your PRM Advisor for options.
- Study Abroad: The third year is an excellent time to study abroad with GMIT in Ireland or one of our other international partners.

**Fourth Year** (13-15 credits per semester, 26-30 credits total)

*Parks & Recreation Management Courses*

- PRM 430: Entrepreneurship & Commercial Recreation (3 credits), currently offered fall semester only. Best if taken junior or senior year. *Not recommended to take the same semester as PRM 361.* Pre-requisite is PRM 361 or permission of instructor.
- PRM 461: Management & Administration of PRM (3 credits), currently offered spring semester only. Best if taken AFTER PRM 361 and 430. Pre-requisite is PRM 361 or permission of instructor.
- PRM 370: Capstone Internship Orientation (1 credit). This is the orientation to internship course and must be completed before the Capstone Internship (PRM 483 and PRM 484). This course is offered fall semester. Pre-requisite is PRM 260 or permission of instructor.
- PRM 495: Senior Seminar (3 credits). In this class, you will complete a comprehensive research paper, plan and host the Senior Seminar Conference, and submit your final professional resume for review, so do not register for this course until your final spring or fall semester. Pre-requisite is PRM 361.
- Elective Courses (3 credits): Choose 3-5 classes to assist with professional career path preparation. Consult with your PRM Advisor for options.

- PRM 483: Capstone Internship I (pre-req PRM 370) (3 credits)
- PRM 484: Capstone Internship II (pre-req PRM 370) (3 credits)

You will take these two courses to complete your CAPSTONE INTERNSHIP. The capstone internship is 400 hours of work with an agency of your choosing. The courses can be taken sequentially during the summer or during a semester. It is strongly encouraged to NOT take any other classes with your Capstone Internship.
Elective Credits
Approximately a third of the degree requirements are elective credits. These can be courses within the PRM program or other majors across campus. They can be truly elective courses and may include a minor. The student’s advisor may suggest courses, which will help the student with career aspirations.

Some suggested electives for each of the possible career paths can be found in Appendix D. The majority of our PRM electives are open to all of our majors. If an elective is better suited for one of the professional career paths, it is * below.

Recreation Resource Management= RRM
Community Health & Wellness= CHW
Commercial & Resort Recreation = CRR
Outdoor Leadership & Instruction= OLI
Community Recreation = CR

Parks & Recreation Management Elective Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>PRM 200</td>
<td>Introduction to Rock Climbing</td>
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<tr>
<td>PRM 224</td>
<td>Survey of Outdoor Adventure Activities</td>
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<tr>
<td>PRM 293</td>
<td>Topics in Parks &amp; Recreation Management</td>
</tr>
<tr>
<td>PRM 300</td>
<td>Intermediate/Advanced Rock Climbing</td>
</tr>
<tr>
<td>PRM 310</td>
<td>Stand Up Paddling. Activity based course offered May mini-mester and fall semester.</td>
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<tr>
<td>PRM 313</td>
<td>Camp Counseling (currently not being offered)</td>
</tr>
<tr>
<td>PRM 314</td>
<td>Organization &amp; Administration of Camping Agencies (currently not being offered)</td>
</tr>
<tr>
<td>PRM 330</td>
<td>Aquatic Recreation Management (currently not being offered)</td>
</tr>
<tr>
<td>PRM 321</td>
<td>Interpretation &amp; Environmental Education. Currently offered spring semester only. *RRM, CR, OLI</td>
</tr>
<tr>
<td>PRM 333</td>
<td>Outdoor Instruction. (pre-req PRM 254) *OLI</td>
</tr>
<tr>
<td>PRM 354</td>
<td>Outdoor Living &amp; Expedition Skills. (pre-req PRM 254) *OLI</td>
</tr>
<tr>
<td>PRM 340</td>
<td>Challenge Course Instruction</td>
</tr>
<tr>
<td>PRM 352</td>
<td>Beginning/Intermediate Whitewater Kayaking (May mini-mester)</td>
</tr>
<tr>
<td>PRM 353</td>
<td>Beginning/Intermediate Whitewater Canoeing (May mini-mester)</td>
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<tr>
<td>PRM 360</td>
<td>Recreation Research (currently not being offered)</td>
</tr>
<tr>
<td>PRM 425</td>
<td>Land-Based Outdoor Pursuits Education (spring semester only) *OLI, RRM, pre-req PRM 254 or permission of instructor</td>
</tr>
<tr>
<td>PRM 426</td>
<td>Water-Based Outdoor Pursuits Education (fall semester only), pre-req PRM 254, suggested PRM 352 and/or PRM 353 (need at least intermediate based experience in whitewater kayaking and canoeing). *OLI, RRM, CR, CRR</td>
</tr>
<tr>
<td>PRM 427</td>
<td>Wilderness Education (expedition based course offered in summer) *OLI, RRM</td>
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</table>
PRM 433  Outdoor Recreation. The course provides a comprehensive survey of public and federal land agency management as well as a comprehensive research project. *RRM

PRM 434  High Adventure Travel & Outfitting. Currently offered every other odd year, spring semesters. *OLI, CRR

PRM 435  Park & Recreation Sites, Facilities, and Programs (currently offered as a travel course with various topics)

PRM 454  Expedition Management & Leadership *OLI, RRM

PRM 485  These courses are three-credit internships that can be used to gain further experience, they can be done any semester including the summer. They count as electives.

PRM 486  This is a field experience class so that you can get credit for taking courses like Outward Bound, NOC or Landmark course. You have to sign up for PRM 486 in advance of the course. This is an elective course.

PRM 493  Topics in Parks & Recreation Management
Professional Career Paths Information

Below is a list and descriptions of the five PRM Career Paths: Community Recreation & Youth Development, Outdoor Leadership and Instruction, Community Health & Wellness, Commercial and Resort Recreation, and Recreation Resources Management. Information on the type of jobs within each path can be found in the “PRM Career Options” handout in Appendix B.

1. **Community Recreation & Youth Development:**
   This career path is designed for students who would like to work in the city and county recreation profession or within youth development (after school, non-profits, camps). Job duties would include planning sporting activities (soccer, baseball, football, basketball), assisting with community events and celebrations, working in a community recreation center or camp. Students should consider taking courses in parks and recreation management, health and physical education, business, sport management, and recreational therapy.

2. **Outdoor Leadership and Instruction:**
   This career path is designed for students who are interested in working in outdoor professional areas. Job possibilities include working for outdoor agencies, camps, boy and girl scouts, challenge courses, and experiential programs. Students should consider taking courses in parks and recreation management, recreation management, business and recreation therapy, and participating in an extended expedition-style course.

3. **Commercial and Resort Recreation:**
   This career path is designed for students interested in working the “for profit” areas of recreation. Job possibilities include working for resorts, recreation businesses, snow sports, retail establishments and park areas. Students may also be interested in exploring their own commercial recreation business. Students should consider taking courses in parks and recreation, business, entrepreneurship, hospitality and tourism, accounting, and management.

4. **Recreation Resource Management:**
   This career path is designed for students interested in working for various land agencies such as the National Park Service, National Forest Service, Army Corps of Engineers, and state parks. Students should consider taking courses in parks and recreation, natural resource management, biology, geology, history, geography, emergency management, and criminal justice.

5. **Community Health and Wellness:**
   This career path is designed for students interested in providing health promotion programming to the community. Students may find employment in recreation departments, health departments, local government, schools and national organizations. Students should consider taking course work in parks and recreation, sport management, health and physical education, environmental health, nutrition and political science.
Other Unique PRM Major Opportunities

The PRM Club

The PRM Club is part of the Student Government Association at WCU. Membership in the club enables students to get to know other PRM students and broadens your network of professional contacts. The club engages in service for the region including the Adopt a Trail and Campsite program for the Great Smoky Mountains National Park. We encourage students to use the club to gain leadership experience. The PRM Club has organized hikes, paddles, and movie nights in Reid Gym. They have been involved with planning and organizing the Cullowhee Canoe Slalom, the Adventure Education Conference, and fundraising events for the PRM Scholarship fund. For more information on PRM Club activities, check out their Facebook Group:  https://www.facebook.com/groups/PRMclub/

The Adventure Education Conference (AEC)

Twenty-five plus years ago, the PRM Program started the Regional Adventure Education Conference. We organized it for four years then started a rotation with other colleges in the region; Warren Wilson, Southwestern Community College, Montreat College, North Greenville University, UNCA, and Brevard College. The PRM Club organizes the conference when it is hosted at WCU (usually every 5th year). Regardless of whether or not we are hosting, we encourage you to attend. The conference is for students and run by students and costs very little, another great way to get involved!

Certifications and Trainings

As a PRM major, there are opportunities to obtain certifications related to your professional career path. These include first aid, CPR, Wilderness First Aid, Wilderness First Responder, Leave No Trace Trainer Certification, Wilderness Education Association Outdoor Leader Certificate, and National Ski Patrol’s Outdoor Emergency Care plus Mountain Travel & Rescue 1. In addition to certifications offered in PRM courses, students are eligible to receive academic credit for courses and training completed with Landmark Learning, Southwestern Community College’s Law Enforcement Training Program, NOLS and Outward Bound. Discuss these options with your advisor.

Study Abroad

There are possibilities to study abroad for around the same cost as studying at WCU. We have a special agreement with the Galway Mayo Institute of Technology (GMIT) in Ireland where PRM students can attend their Outdoor Education program for an entire year. There are many opportunities for students to study abroad or at another university within the United States. If you are interested, meet with your PRM advisor and WCU’s Office of International Programs and Services.

Final Thoughts

“Work hard and play hard”, that old adage holds especially true for PRM majors at WCU. Our location gives us some of the finest recreation areas in the country. Take advantage of this as you study hard and produce the best work that you can -- strike a good balance of recreation, play and work to make your experience here at Western both fruitful and enjoyable. We wish you well in your endeavors.
APPENDICES

Forms to Guide You
The following forms are designed to help you through the strategic planning process and through the academic curriculum. They are available in the Appendix section and on our PRM webpage.

Appendix A: PRM Essay Instructions
Appendix B: PRM Career Options
Appendix C: Curriculum Check Sheet(s)
Appendix D: Transfer & Discovery Major Course Sequence Plan
Appendix E: Electives Check Sheets (Meet with your advisor for guidance)
Appendix A

WCU Parks & Recreation Management Essay Instructions

In order to assist us in helping you with your major in Parks and Recreation Management, we would like you to put some thoughts in writing for us. This essay will not be graded, but it will be used in assigning an advisor to your program and will be used during your strategic planning. Your essay should include:

Part 1 – Your past experiences.
What experiences in your past have brought you to Parks and Recreation Management as a major? Examples: your parents introduced you to the outdoors, you attended camp as a child, you have worked during the summer with your local recreation park, your parents visited national parks or forests, you enjoy a variety of outdoor activities, you were a boy/girl scout when you were growing up, you enjoy participating and helping others lead a healthy lifestyle, etc.

Part 2 – Goal or goals.
What goal or goals would you like to achieve in the Parks and Recreation Management field? Which PRM career path do you have the most interest in? Where do you see yourself working some day? Examples: you always wanted to work in a community recreation program, you would like to work in a national park or state park, you would like to lead others in outdoor recreation activities, you want to work with youth in a sport or fitness setting, etc.

Part 3 – Strategies.
What strategies will help you to achieve your goals? Examples: classes you should take in the major, and as electives, summer jobs that would benefit you, internships or volunteer positions that you should explore, involvement in PRM club or other organizations on campus, experience through Base Camp Cullowhee or the Campus Recreation Center, involvement in off campus organizations and conferences, membership in professional organizations and groups, certifications you plan to acquire.

Part 4 – Summarize.
How do you want to proceed? What questions do you currently have for your new advisor? Is there anything else your PRM advisor needs to be aware of to support you in this degree? Are you ready to start taking elective classes or work on a minor within your career path OR do you need to try out a variety of classes to see which one fits your goals the best? If you could summarize why you want to be a PRM major in one sentence, do so here.

Key Points to Remember:
1. Please type your essay. Make sure you check for spelling, grammatical, and sentence structure errors. This essay reflects your writing style and ability. Comprehensive, critical writing is a skill that all PRM professionals need to be proficient in.
2. Include any references that you used to gather your information for the essay. Please use APA formatting when citing.
3. Be professional, yet let us see (read) your personality, your interests, what are you passionate about, why do you want to be in this major, etc.
4. Complete the essay in a timely manner so you can be ready to meet with your PRM advisor to create your strategic plan.
### Appendix B

**Parks & Recreation Management: What Can I Do With This Degree?**

#### Community Recreation & Youth Development

<table>
<thead>
<tr>
<th>Areas</th>
<th>Employers</th>
<th>Strategies</th>
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</thead>
<tbody>
<tr>
<td>Program leader, coordinator</td>
<td>City &amp; country parks and recreation centers</td>
<td>Choose appropriate mini-internship sites. Gain experience through summer employment. Choose capstone internship in an agency similar where you would like to work. Join NRPA. Attend professional meetings and conferences. Be involved with LMP and Base Camp. Be involved with PRM club activities. Take elective classes in SM, HPE, PSC, HM.</td>
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<tr>
<td>Department administrator</td>
<td>Community centers</td>
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<td>Facility manager</td>
<td>YMCA/YWCA</td>
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<tr>
<td>After school program director</td>
<td>Military recreation</td>
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<tr>
<td>Aquatics director</td>
<td>College campus recreation</td>
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<tr>
<td>Senior Center administrator</td>
<td>Public and Private K-12 schools</td>
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<tr>
<td>Campus recreation coordinator</td>
<td>4 seasons resorts, ski industry, golf &amp; tennis clubs, hotels, city &amp; country recreation departments, private recreation facilities</td>
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<tr>
<td>Recreation Coordinator</td>
<td></td>
<td></td>
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<tr>
<td>Camp Counselor</td>
<td>Camps</td>
<td>Choose appropriate mini-internship sites. Gain experience through summer employment. Choose capstone internship in an agency similar where you would like to work. Join NRPA and ACA. Attend professional meetings and conferences. Be involved with LMP and Base Camp. Be involved with PRM club activities. Take elective classes in SM, HPE, PSC, RTH, ELEM</td>
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<tr>
<td>Summer camp director</td>
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<tr>
<td>Program Director</td>
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#### Community Health and Wellness

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<thead>
<tr>
<th>Areas</th>
<th>Employers</th>
<th>Strategies</th>
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</thead>
<tbody>
<tr>
<td>Group Exercise/Fitness Instructor</td>
<td>YMCA-YWCA</td>
<td>Choose appropriate mini-internship sites. Gain experience through employment. Choose capstone internship in an agency similar where you would like to work. Join NRPA, Attend professional meetings and conferences. Be involved with LMP and Base Camp. Be involved with PRM club activities. Take elective classes in SM, HPE, PSC, ENVH, ND. Obtain certifications required for future jobs: FA-CPR, Instructor, Personal Trainer, Wellness Coach, other certifications for lifetime sports. Write a grant as part of a class project. Volunteer for after school programs. Get involved with wellness and physical activity initiatives.</td>
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<tr>
<td>Personal Trainer</td>
<td>City, county recreation departments</td>
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<tr>
<td>Campus Recreation coordinator</td>
<td>Public and Private K-12 schools</td>
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<tr>
<td>Aquatics director</td>
<td>Senior Centers or developments</td>
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<tr>
<td>After school physical activity</td>
<td>Health Departments</td>
<td></td>
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<tr>
<td>coordinator</td>
<td>Colleges, universities</td>
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<tr>
<td>Health and Wellness</td>
<td>School districts</td>
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<tr>
<td>Instructor/Director</td>
<td>Health Departments</td>
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<td>Recreation Leader/Supervisor</td>
<td>Cooperative Extension agencies</td>
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<tr>
<td>Senior Fitness Instructor-Trainer</td>
<td>Private, for profit fitness centers</td>
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<tr>
<td>Health and Wellness Program</td>
<td>Non-profit after school programs</td>
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<td>Coordinator</td>
<td>Youth Centers</td>
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<td>Physical Activity Coordinator</td>
<td>Non-profits promoting physical activity and wellness</td>
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<td>Grant Writer</td>
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**Notes:**
## Commercial & Resort Recreation

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<thead>
<tr>
<th>Areas</th>
<th>Employers</th>
<th>Strategies</th>
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<tbody>
<tr>
<td>Recreation Program Director</td>
<td>4 seasons resorts, ski industry, golf &amp; tennis clubs, hotels, city &amp; country recreation departments, private recreation facilities</td>
<td>Choose appropriate mini-internship sites. Gain experience through summer employment. Choose capstone internship in an agency similar to where you would like to work. Join NRPA, PSIA-AASI. Attend professional meetings and conferences. Be involved with LMP and Base Camp. Be involved with PRM club activities. Take elective classes in SM, HPE, PSC, HM</td>
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<tr>
<td>Recreation Manager</td>
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<td>Activity Director</td>
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<td>Activity Instructor</td>
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<td>Events Manager</td>
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<tr>
<td>Conference &amp; Event Planner</td>
<td>Resorts, outdoor industry private businesses, convention centers, city/county recreation departments</td>
<td>Choose appropriate mini-internship sites. Gain experience through summer employment. Choose capstone internship in an agency similar to where you would like to work. Become active in PRM club, LMP, Base Camp, and volunteer for special events in area. Take elective classes in SM, PSC, HM</td>
</tr>
<tr>
<td>Adventure Travel Guide</td>
<td>Outdoor companies such as NOC, Mountain Sobek, Backroads and non-profits such as Sierra Club and Audubon Society. Entrepreneurial opportunities. Road Scholar and college study abroad programs.</td>
<td>Choose appropriate mini-internship sites. Gain experience through summer employment. Choose capstone internship in an agency similar to where you would like to work. First aid certifications, proficiency in an outdoor skill, travel experience, 2nd language skills. Travel agency experience. Take elective classes in MFL, HM, GEOG, HIST, NRM, SM, COMM. Do personal adventure trips.</td>
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<tr>
<td>Trip Leader</td>
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<td></td>
</tr>
<tr>
<td>Travel Guide Planner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial Recreation Attractions Manager, director, employee</td>
<td>Railroads, theme parks, amusement attractions, destination theme resorts, cruise ships, packaged resorts</td>
<td>Same as all of the above.</td>
</tr>
</tbody>
</table>

**Notes:**
### Outdoor Leadership & Instruction

<table>
<thead>
<tr>
<th>Areas</th>
<th>Employers</th>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instructor-youth at risk</td>
<td>Non-profits such as Outward Bound and Project SOAR or State Agencies</td>
<td>Acquire outside certifications such as WEA, ACA, Outdoor Emergency Care, WFR, etc. Work outdoor summer jobs in camps, NOC, LMP, Base Camp, Project SOAR, and other agencies. Attend outdoor conferences and workshops. Organize common adventures with peers to gain experience in a variety of activities. Choose appropriate mini-internship sites. Choose capstone internship in an agency similar to where you would like to work. Take elective classes in RTH, NRM, SPED, HPE, PSY. Volunteer with youth programs.</td>
</tr>
<tr>
<td>Instructor for people with disabilities</td>
<td>Camp Woodson or private camps such as Eckerd, entrepreneurial opportunities</td>
<td></td>
</tr>
<tr>
<td>Instructor for corporate programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instructor of outdoor activities</td>
<td>Private companies such as NOC, Endless River Adventures, Backroads Tours</td>
<td>Acquire outside certifications such as WEA, ACA, Outdoor Emergency Care, WFR, etc. Work outdoor summer jobs in camps, NOC, LMP, Base Camp, Project SOAR, and other agencies. Attend outdoor conferences and workshops. Organize common adventures with peers to gain experience in a variety of activities. Choose appropriate mini-internship sites. Choose capstone internship in an agency similar to where you would like to work. Complete an expedition based course. Take elective classes in PRM, PSY, NRM, EMT.</td>
</tr>
<tr>
<td>Mountain Guide</td>
<td>Mountain guide companies such as Exum, Mountain Travel Sobek, NOLS, IWLS</td>
<td>Same as above plus: Attend mountain guide climbing camps such as Mt. Rainer or Mt. Hood. Go on an expedition/trip with a company you are interested in working for.</td>
</tr>
<tr>
<td>Snowsports instructor</td>
<td>Ski resorts</td>
<td>Acquire outside certifications such as WEA, ACA, Outdoor Emergency Care, WFR, etc. Acquire certifications with PSIA, NSP. Attend on snow clinics, outdoor conferences and workshops. Work with one of the area resorts such as Cataloochee, Sapphire Valley, Wolf Laurel. Choose appropriate mini-internship sites. Choose capstone internship in an agency similar to where you would like to work. Take electives in HPE, SM, HM, EMT.</td>
</tr>
<tr>
<td>Ski Patrol</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Backcountry snowsports guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program or agency director</td>
<td>See all of the above</td>
<td>See all of the above pertaining to area of interest.</td>
</tr>
</tbody>
</table>

**Notes:**
<table>
<thead>
<tr>
<th>Areas</th>
<th>Employers</th>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ranger</td>
<td>Park Service</td>
<td>Complete park ranger training course at SCC. Get involved in volunteer rescue work, take search and rescue courses.</td>
</tr>
<tr>
<td>Interpreter</td>
<td>Forest Service</td>
<td>Work with Base Camp, LMP, volunteer with GSMNP or area National Forests.</td>
</tr>
<tr>
<td>Trail Crew</td>
<td>State parks</td>
<td>Complete Project Wild, Aquatic Wild workshops.</td>
</tr>
<tr>
<td>Resource Management</td>
<td></td>
<td>Take a course with the GSM Institute at Tremont.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Find a mentor in the agency you are interested in working for. Choose appropriate mini-internship sites. Choose capstone internship in an agency similar to where you would like to work.</td>
</tr>
</tbody>
</table>

**Notes**

Take electives in NRM, GEOG, GEOL, BIOL, EDM, EMC, PRM, ART, CJ, SCI.
Appendix C
B.S. Parks and Recreation Management: 8-semester plan
This is a suggested plan for PRM majors.

<table>
<thead>
<tr>
<th>Freshman Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall Semester – 15 Credit Hours</strong></td>
<td><strong>Spring Semester – 15 Credit Hours</strong></td>
</tr>
<tr>
<td>ENGL 101</td>
<td>C5</td>
</tr>
<tr>
<td>MATH 101</td>
<td>P1</td>
</tr>
<tr>
<td>P1</td>
<td>COMM 201</td>
</tr>
<tr>
<td>HEAL 123, HEAL 111, or HSCC 101</td>
<td>P3</td>
</tr>
<tr>
<td>First-Year Seminar</td>
<td>P4</td>
</tr>
</tbody>
</table>

| Sophomore Year |
| At least one course in perspectives must be an upper level perspective |
| **Fall Semester – 13 or 14 Credit Hours** | **Spring Semester – 15 Credit Hours** |
| ENGL 202 | C5 |
| P5 | P6 |
| PRM 250* | PRM 270* |
| PRM 254 or PRM 255* | PRM 275* |
| PRM 260 (1 credit)* | Elective |

| Summer Session |
| Option to take May Mini-Mester, Mini-Internships (PRM 383, 384, 385) or Summer Courses |
| **Elective** |

| Junior Year |
| *Study Abroad? |
| **Fall Semester – 13 or 15 Credit Hours** | **Spring Semester – 13 or 15 Credit Hours** |
| PRM 356 Or HEAL 250 Or PRM 252 or PRM 357* | PRM 384 (1 credit) |
| PRM 361* (4 credits) | Elective |
| PRM 383 (1 credit) | Elective |
| Elective | Elective |
| Elective | Elective |

| Summer Session |
| Option to take May Mini-Mester, Mini-Internships (PRM 383, 384, 385) or Summer Courses |
| **Elective** |

| Senior Year |
| **Fall Semester – 14-16 Credit Hours** | **Spring Semester – 14-16 Credit Hours** |
| PRM 430 | PRM 461 |
| PRM 385 (1 credit) | PRM 495 |
| Elective | PRM 370 (1 credit) |
| Elective | Elective |
| Elective | Elective |
| Elective | Elective |

| Summer Session – 6 Credit Hours |
| Option to take May Mini-Mester courses |
| **Elective** |

| TOTAL CREDIT HOURS FOR PROGRAM: 120 |

Classes noted with (*) can be taken either fall or spring. 
**NOTES:**
- PRM 260 needs to be taken in conjunction with PRM 250 in your first or second semester as a PRM major.
- **PRM 383, 384, and 385 mini-internships can also be scheduled for summer sessions.**
- PRM 483-484 It is strongly encouraged to schedule your capstone internship in the summer with NO other classes. Capstone Internship may be taken during a fall or spring semester with NO other classes.
- PRM 495 (Senior Seminar) should be taken your LAST semester.
I. Liberal Studies 42 hours

II. PRM Major Requirements 38-41 hours
*All courses are offered each semester unless otherwise noted.

First Aid Requirement, choose one of the following:

_____   _____  HEAL-250 (2) First Aid and Safety Ed. or
_____   _____  PRM-252 (2) Wilderness First Aid or
_____   _____  PRM-356 (4) Outdoor First Aid (Fall) or
_____   _____  PRM-357 (4) Wilderness First Responder (Landmark or SCC)

_____   _____  PRM-250 (3) Foundations of Parks and Recreation

_____   _____  PRM-254 (4) Introduction to Outdoor Pursuits or
_____   _____  PRM 255 (3) Active Recreation & Leisure

_____   _____  PRM-260 (1) Professional Planning in PRM
_____   _____  PRM-270 (3) Leadership and Group Dynamics
_____   _____  PRM 275 (3) Diversity & Inclusion in PRM

_____   _____  PRM-361 (4) Program Planning and Evaluation
   (pre-requisite PRM 250)
_____   _____  PRM-383 (1) Mini-Internship I in PRM
_____   _____  PRM 384 (1) Mini-Internship II in PRM
_____   _____  PRM 385 (1) Mini-Internship III in PRM

_____   _____  PRM-430 (3) Entrepreneurship and Commercial Recreation (Fall)
   (pre-requisite PRM 361 or permission of instructor)
_____   _____  PRM-461 (3) Management and Administration of PRM (pre-req 250) (Spring)
   (pre-requisite PRM 361 or permission of instructor)

_____   _____  PRM-370 (1) Capstone Internship Orientation (Spring)
_____   _____  PRM-483 (3) Capstone Internship in PRM I (pre-requisite PRM 370)
_____   _____  PRM-484 (3) Capstone Internship in PRM II (pre-requisite PRM 370)

_____   _____  PRM-495 (3) Senior Seminar in PRM
   (pre-requisite PRM 361)

III. Electives: 37-40 hours
*These can be from any program at WCU or a minor with another program/major.
   Talk to your advisor about options.

*Overall total credits should be at least 120 hours with a GPA of at least 2.5

Total credits required to graduate 120 hours
PRM Electives

Please note that some courses are only offered certain semesters and years. Courses denoted with * are currently not offered as of Spring 2019 but may be in the future.

_____ PRM 200: Introduction to Rock Climbing (3) (Fall or Spring)
_____ PRM 224: Survey of Outdoor Adventure Activities (2-4)
_____ PRM 293: Topics in Parks & Recreation Management (1-3)
_____ PRM 300: Intermediate/Advanced Rock Climbing (3)
_____ PRM 310: Stand Up Paddling (3) (Fall & Summer)
_____ PRM 313: Camp Counseling (3)
_____ PRM 314: Organization and Administration of Camping Agencies (3)*
_____ PRM 321: Interpretation and Environmental Education (3) (Spring)
_____ PRM 330: Aquatic Recreation Management (3)*
_____ PRM 333: Outdoor Instruction (4) (Spring)
_____ PRM 340: Challenge Course Facilitation (3) (Fall)
_____ PRM 352: Beginner/Intermediate Whitewater Kayaking (3) (Summer)
_____ PRM 353: Beginner/Intermediate Whitewater Canoeing (3) (Summer)
_____ PRM 354: Outdoor Living and Expedition Skills (3) (Fall)
_____ PRM 360: Recreation Research (3)*
_____ PRM 425: Land-Based Outdoor Pursuits Education (3) (Spring)
_____ PRM 426: Water-Based Outdoor Pursuits Education (4) (Fall)
_____ PRM 427: Wilderness Education (3-6) (Summer)
_____ PRM 433: Outdoor Recreation (3)
_____ PRM 434: High Adventure Travel and Outfitting (3) (Spring, every other year)
_____ PRM 435: Park and Recreation Sites, Facilities, and Programs (1-6)
_____ PRM 454: Expedition Management and Leadership (4) (Spring)
_____ PRM 485: Internship in Parks and Recreation Management (3)
_____ PRM 486: Field Experience (1-12)
_____ PRM 493: Topics Parks and Recreation Management (3)
Appendix D
B.S. Parks and Recreation Management (Transfer)

This is a suggested plan for transfer students and those who “discover” PRM later in their academic career at WCU.

<table>
<thead>
<tr>
<th>First Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall Semester</strong></td>
<td><strong>Spring Semester</strong></td>
</tr>
<tr>
<td>PRM 250 (3 credits)</td>
<td>PRM 361 (4 credits)</td>
</tr>
<tr>
<td>PRM 254 or PRM 255 (check for transfer credits)</td>
<td>HEAL 250 or PRM 252 or PRM 356 or PRM 357* (First Aid Requirement, check transfer credits)</td>
</tr>
<tr>
<td>PRM 260 (1 credit)</td>
<td>PRM 383 (1 credit)</td>
</tr>
<tr>
<td>PRM 270 (3 credits)</td>
<td>Elective</td>
</tr>
<tr>
<td>PRM 275 (3 credits)</td>
<td>Elective</td>
</tr>
</tbody>
</table>

**Summer Session**
Option to take May Mini-Mester, Mini-Internships (PRM 383, 384, 385) or Summer Courses

<table>
<thead>
<tr>
<th>Second Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall Semester</strong></td>
<td><strong>Spring Semester</strong></td>
</tr>
<tr>
<td><em>PRM 430 (3 credits)</em></td>
<td>PRM 385 (1 credit)</td>
</tr>
<tr>
<td>PRM 384 (1 credit)</td>
<td><em>PRM 461 (3 credits)</em></td>
</tr>
<tr>
<td>Elective</td>
<td>PRM 495 (3 credits)</td>
</tr>
<tr>
<td>Elective</td>
<td><em>PRM 370 (1 credit)</em></td>
</tr>
<tr>
<td>Elective</td>
<td>Electives (2-3 courses)</td>
</tr>
</tbody>
</table>

**Summer Session – 6 Credit Hours (Capstone Internship)**
Option to take May Mini-Mester courses

| PRM 483 (3 credits) | PRM 484 (3 credits) |

**TOTAL CREDIT HOURS FOR PROGRAM: 120**

**NOTES:**
- Courses in *italics* are offered ONLY during the semester they are listed.
- PRM 260 needs to be taken in conjunction with PRM 250 in your first or second semester as a PRM major.
- **PRM 383, 384, and 385 mini-internships can also be scheduled for summer sessions.**
- PRM 370 should be taken AFTER PRM 260 and must be taken BEFORE you sign up for your capstone internship (PRM 483 and 484).
- PRM 483-484 It is strongly encouraged to schedule your capstone internship in the summer with NO other classes. Capstone Internship may be taken during a fall or spring semester with NO other classes.
- PRM 495 (Senior Seminar) should be taken your LAST semester.
Appendix E

Parks & Recreation Management
Electives for Community Recreation & Youth Development

*Please check program websites, the current catalog and the dynamic schedule for available courses and pre-requisites.

FIN 210 Managing Your Money for Financial Success
FIN 301 Financial Statement Analysis
FIN 305 Financial Management
MGT 300 Introduction to Management
MGT 401 Small Business Management
MGT 404 Strategic Management
MKT 201 Marketing Planning and Strategy
MKT 211 Marketing Principles (for non marketing majors)
MKT 206 Introduction to Professional Selling
MKT 303 Decision Making for Value Creation
MKT 406 Internet and Social Media Marketing and Sales
MKT 475 Marketing Strategy
MKT 301 Principles of Marketing
HPE 212 Foundations of Health and Physical Education
HPE 223 Applied Kinesiology I: Anatomy, Physiology, & Biomechanics (4 credits)
HPE 225 Applied Kinesiology II: Exercise Physiology (4 credits)
HPE 235 Motor Behavior
HPE 253 Sport Education
HPE 305 Adventure Based Physical Education
HPE 345 Children's Movement (developmental approach to pe for children)
HPE 354 Lifetime Sport and Physical Activity I (2 credits)
HPE 364 Lifetime Sport and Physical Activity II (2 credits)
HPE 355 Fitness Concepts (fitness and wellness programming)
HPE 358 Healthy Living Concepts (nutrition and physical activity concepts to reduce and prevent obesity)
HPE 365 Physical Activity & Aging (how to lead activities for the older population)
PE Activity **Physical Activity classes to learn new skills, search under the PE prefix each semester.
PSC 110 Global Issues
PSC 150 American Government and Politics (also a P1)
PSC 250 Introduction to Political Science
PSC 302 Public Policy
PSC 303 State and Local Government
PSC 304 Public Administration
PSY 150 General Psychology
PSY 309 Social Psychology
PSY 320 Developmental Psychology I: Childhood
PSY 322 Developmental Psychology II: Adolescence
QA 305 Introduction to Management Science
QA 235 Business Statistics
SM 260 Introduction to Sport Management
In addition to a variety of electives, students may consider working towards a minor in any of the following programs. Please check with the program for updates to courses and minor requirements.

- Business Administration & Law
- Coaching
- Entrepreneurship
- Political Science (public policy focus)
- Sport Management

The courses listed on this sheet are suggested courses for electives. This list may not include all courses a student may be interested in at WCU. Students are encouraged to examine the undergraduate catalog and discuss possible courses of interest with your advisor. Students are also encouraged to examine course offerings offered at SCC and other community colleges for courses, which will transfer in to WCU as electives. Students are reminded that 50% of their classes within the major (32 credits) must be at the junior/senior level.
Parks & Recreation Management
Electives for Recreation Resource Management

*Please check program websites, the current catalog and the dynamic schedule for available courses and pre-requisites.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 251</td>
<td>Financial Accounting: A User Perspective</td>
</tr>
<tr>
<td>ACCT 252</td>
<td>Using Accounting Information for Management Decisions</td>
</tr>
<tr>
<td>ANTH 260</td>
<td>Cultural &amp; Social Anthropology</td>
</tr>
<tr>
<td>ASI 250</td>
<td>Introduction to Appalachian Studies</td>
</tr>
<tr>
<td>BIOL 103</td>
<td>Environmental Biology</td>
</tr>
<tr>
<td>BIOL 108</td>
<td>Recreational Biology</td>
</tr>
<tr>
<td>BA 133</td>
<td>Introduction to Business</td>
</tr>
<tr>
<td>CMCR 150</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>CMCR 250</td>
<td>Public Communications (PREQ: ENG 102)</td>
</tr>
<tr>
<td>CMCR 301</td>
<td>Writing for Communication Media (PREQ: ENG 102 &amp; CMCR 140)</td>
</tr>
<tr>
<td>CMHC 201</td>
<td>Introduction to Speech Communication</td>
</tr>
<tr>
<td>CIS 110</td>
<td>Introduction to Computer Information Systems</td>
</tr>
<tr>
<td>CIS 251</td>
<td>Managing Enterprise Information Systems</td>
</tr>
<tr>
<td>CJ 150</td>
<td>Introduction to Criminal Justice &amp; Criminology</td>
</tr>
<tr>
<td>CJ 320</td>
<td>Police in Society (PREQ CJ 250)</td>
</tr>
<tr>
<td>COMM 400</td>
<td>Crisis Communications</td>
</tr>
<tr>
<td>EDM 250</td>
<td>Intro. to Emergency and Disaster Management</td>
</tr>
<tr>
<td>EDM 324</td>
<td>Emergency Planning</td>
</tr>
<tr>
<td>EMC 210</td>
<td>Introduction to Wilderness Medicine</td>
</tr>
<tr>
<td>EMC 240</td>
<td>Introduction to Emergency Medical Care</td>
</tr>
<tr>
<td>EMC 241</td>
<td>Basic Emergency Medical Techniques</td>
</tr>
<tr>
<td>EMC 310</td>
<td>Emergency Medicine I</td>
</tr>
<tr>
<td>GEOG 150</td>
<td>Environmental Geography</td>
</tr>
<tr>
<td>GEOG 402</td>
<td>Conservation of Natural Resources</td>
</tr>
<tr>
<td>HSCC 240</td>
<td>Introduction to Emergency Medical Care</td>
</tr>
<tr>
<td>HT 130</td>
<td>Introduction to Hospitality and Tourism</td>
</tr>
<tr>
<td>HT 238</td>
<td>Travel &amp; Tourism</td>
</tr>
<tr>
<td>HT 335</td>
<td>Lodging and Resort Management (PREQ: HT 130)</td>
</tr>
<tr>
<td>LAW 105</td>
<td>Introduction to Law</td>
</tr>
<tr>
<td>LAW 402</td>
<td>Hospitality Law</td>
</tr>
<tr>
<td>LAW 410</td>
<td>Witnesses and Evidence</td>
</tr>
<tr>
<td>MGT 300</td>
<td>Management Planning and Strategy</td>
</tr>
<tr>
<td>MKT 301</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>NRM 140</td>
<td>Natural Resource Conservation and Management</td>
</tr>
<tr>
<td>NRM 210</td>
<td>Methods in Natural Resources Management</td>
</tr>
<tr>
<td>NRM 340</td>
<td>Natural Resources Measurements</td>
</tr>
<tr>
<td>NRM 330</td>
<td>Intro to Wildlife Ecology &amp; Management (NRM 210 or 340 pre-req)</td>
</tr>
<tr>
<td>NRM 344</td>
<td>Applied Geographic Information Systems (GEOG 221 pre-req)</td>
</tr>
<tr>
<td>PAR 330</td>
<td>America’s Wilderness Philosophers and Essayists</td>
</tr>
<tr>
<td>PAR 333</td>
<td>Environment Ethics</td>
</tr>
<tr>
<td>HPE 365</td>
<td>Physical Activity and Aging</td>
</tr>
</tbody>
</table>
PSC 304  Public Administration
SCI 150  Introduction to Science Education
SCI 301  Nature of Science
SM 260  Introduction to Sport Management
SM 420  Risk Management and Liability in Sports
SM 435  Sport Event Management and Sponsorship
SPAN 101  Experiencing Spanish and the Spanish Speaking World

In addition to a variety of electives, students may consider working towards a minor in any of the following programs. Please check with the program for updates to courses and minor requirements.
- Biology
- Criminal Justice
- Emergency & Disaster Management
- Geology
- History
- Natural Resource Conservation & Management

Additional Offerings & Training Opportunities:
- Southwestern Community College: Seasonal Law Enforcement Training (SLET)
  Training weeks are generally Tuesday thru Saturday, with some 6 day weeks and nighttime training evolutions. (680 total hours of training)
  Applications for training sessions are made through the Division of Public Safety Training Center at SCC.
  Application deadlines are typically 2-3 months in advance.
  For more information contact:
  Mr. Don Coleman
  NPS-SLET Coordinator/Instructor
  828-306-7055
d_coleman@southwesterncc.edu

- Landmark Outdoor Educator Semester
  Six week (345 hours) training course where students can gain up to 15 hours of college credit. Prerequisites include prior experience in outdoor disciplines.
  During the course, students could receive the following certifications:
  NOLS WEMT Emergency Medical Technician
  American Safety & Health Institute Basic Life Support
  American Safety & Health Institute Basic First Aid & CPR Instructor
  Leave No Trace Master Educator
  ACA L4 Swiftwater Rescue
  ACA L2 Canoe Instructor
  Fox Mountain Guides’ Introduction to Single-Pitch Climbing
  Starfish Aquatics Institute Wilderness Lifeguard

The courses listed on this sheet are suggested courses for electives. This list may not include all the courses a student may be interested in at WCU. Students are encouraged to examine the undergraduate catalog and discuss possible courses of interest with your advisor. Students are also encouraged to examine the courses offered at SCC and other community colleges for courses, which will transfer in to WCU as electives. Students are reminded that 50% of their classes within the major (32 credits) must be at the junior/senior level

Parks & Recreation Management
Electives for Commercial Recreation & Resort Management

*Please check program websites, the current catalog and the dynamic schedule for available courses and pre-requisites.

ACCT 251  Financial Accounting: A User Perspective
ACCT 252:  Using Accounting Information for Management Decisions
ANTH 260  Cultural & Social Anthropology
ART 202  Art of World Cultures
ASI 250  Introduction to Appalachian Studies
BIOL 103  Environmental Biology
BIOL 108  Recreational Biology
BA 133  Introduction to Business
CMCR 150  Interpersonal Communication
CMCR 250  Public Communications (PREQ: ENG 102)
CMCR 301  Writing for Communication Media (PREQ: ENG 102 & CMCR 140)
CMHC 201  Introduction to Speech Communication
CMPM 305  Sports Writing (PREQ: CMCR 301)
CMPM 404  Desktop Publishing
CIS 110  Introduction to Computer Information Systems
CIS 251  Managing Enterprise Information Systems
ECON 231  Introductory Microeconomics and Social Issues
ECON 232  Introductory Macroeconomics and Social Issues
ECON 420  Recreation, Sports, and Tourism Economics (PREQ ECON 231)
ENGL 204  The Literature of Culture
ENGL 351  The Beats, Radicals, & Avant-Garde Literature (PREQ: ENG 101 & 102)
FIN 305  Financial Management
GEOG 150  Environmental Geography
GEOG 402  Conservation of Natural Resources
GEOG 460  Urban & Regional Land Use Planning
ENT 201:  Introduction to Entrepreneurship
ENT 250  Innovation & Creativity
ENT 301  Innovation Leadership
ENT 325  New Venture Creation
ENT 335  Intrapreneurship
ENT 350  New Venture Execution
ENT 401  Entrepreneurial Funding
ENT 450  New Venture Strategy
ENT 475  Entrepreneurship
ENVH 230  Introduction to Environmental Health Science
HT 130  The Hospitality and Tourism Services Industry
HT 229  Hotel Front Office Operations
HT 231  Hospitality Facilities Management
HT 232  Quality Service
HT 233  Quantity Foods
HT 238  Travel & Tourism
HT 239  Cost Control in the Hospitality and Tourism Industry
HT 241  Special Events and Festival Management
HT 334 Restaurant Management  
HT 336 Club Management  
HT 337 Meeting, Convention, and Event Planning  
HT 438 Strategic Management in the Hospitality and Tourism Industry  
HT 431 Hospitality & Tourism Marketing  
HT 434 Advanced Club Management  
HT 436 Tourism Planning & Development  
HT 437 Bar and Beverage Operations  
HT 477 Casino Management  
LAW 105 Introduction to Law  
LAW 230 Legal and Ethical Environment of Business  
LAW 315 Athletics & Law  
LAW 402 Hospitality and Law  
MGT 300 Introduction to Management  
MGT 401 Small Business Management  
MGT 404 Strategic Management  
MKT 201 Marketing Planning and Strategy  
MKT 211 Marketing Principles (for non marketing majors)  
MKT 206 Introduction to Professional Selling  
MKT 303 Decision Making for Value Creation  
SM 460 Financial Aspects of Sport  

MKT 406 Internet and Social Media Marketing and Sales  
MKT 475 Marketing Strategy  
MKT 301 Principles of Marketing  
NRM 140 Natural Resource Conservation and Management  
PHIL 330 America’s Wilderness Philosophers and Essayists  
PHIL 333 Environment Ethics  
PSC 331 International Politics  
QA 305 Introduction to Management Science  
QA 235 Business Statistics  
SM 260 Introduction to Sport Management  
SM 340 Sport Ethics  
SM 350 Global Sport and Culture  
SM 361 Sport Marketing  
SM 420 Risk Management and Liability in Sport  
SM 435 Sport Event Management and Sponsorship  
SM 445 Sport Administration  
SM 315 Introduction to Intramural & Recreation Sport Management

In addition to a variety of electives, students may consider working towards a minor in any of the following programs. Please check with the program for updates to courses and minor requirements.

- **Hospitality & Tourism**
- **Entrepreneurship**
- **Sales & Marketing**
- **Sport Management**

The courses listed on this sheet are suggested courses for electives. This list may not include all courses a student may be interested in at WCU. Students are encouraged to examine the undergraduate catalog and discuss possible courses of interest with your advisor. Students are also encouraged to examine course offerings offered at SCC and other community colleges for courses, which will transfer in to WCU as electives. Students are reminded that 50% of their classes within the major (32 credits) must be at the junior/senior level.

**Parks and Recreation Management**

**Electives for Outdoor Leadership and Instruction (OLI)**
It is recommended that you use this sheet as a way to structure your elective suggestions if you are interested in OLI. “Required Courses”: While not actually required, these courses provide a solid foundation for the OLI student to build upon, so students should be “strongly encouraged” to take them.

1. PRM 333 Outdoor Instruction (Spring)
2. PRM 354 Outdoor Living and Expedition Skills (4 credits) (Fall)...OR...
   a. PRM 454 Expedition Management and Leadership (4 credits) (Every Other Spring)...OR...
   b. PRM 427 Wilderness Education, expedition-based course which includes backpacking, canoeing, or other modes of travel (3-6 credits) (Summer)
2. PRM 356 Outdoor Frist Aid (4 credits) (Fall)...OR...
3. PRM 357 Wilderness First Responder (4 credits) (Fall/Spring)

“Elective Courses”: While these are all PRM elective courses, students again should be encouraged to take courses from the possible tracks described below—either land-based or water based.

1. Water-based: The following courses could be selected to produce a more water-based focus from the OLI electives:
   - PRM 310 Stand Up Paddling (Fall/May mini-mester)
   - PRM 352 Beginning/Intermediate Whitewater Kayaking (May mini-mester)
   - PRM 353 Beginning/Intermediate Whitewater Canoeing (May mini-mester)
   - PRM 426 Water-Based Outdoor Pursuits Education (Fall), pre-req PRM 254, suggested PRM 352 and/or PRM 353 (need at least intermediate based experience in whitewater kayaking and canoeing).

2. Land-based: The following courses could be selected to produce a more land-based focus from the OLI electives:
   - PRM 200 Introduction to Rock Climbing (Fall)
   - PRM 300 Intermediate/Advanced Rock Climbing (Spring), permission of instructor or PRM 200
   - PRM 425 Land-Based Outdoor Pursuits Education (not currently offered)
   - PRM 340 Challenge Course Instruction (Fall)

3. Multi-focused: The following courses may be used for either land or water-based tracks, depending upon the specific elements of the course or student choice:
   - PRM 313 Camp Counseling (Spring of odd-numbered years)
   - PRM 354 Outdoor Living and Expedition Skills (Fall)
   - PRM 427 Wilderness Education, expedition-based course (May mini-mester or Summer)
   - PRM 454 Expedition Management & Leadership (Spring of even-numbered years)
   - PRM 293[341] Team Development Facilitation (Spring)

**Parks & Recreation Management**

**Electives for Community Health & Wellness**
*Please check program websites, the current catalog and the dynamic schedule for available courses and pre-requisites.

*Depending upon a student's goals, they could choose to focus on the following tracks:

(1) **Fitness model** (personal training, national certifications, fitness center programming): These students could select classes from BIOL, HPE, PE, ND, and SM, with internships at the Campus Recreation Center, Jackson County Recreation Department, YMCA’s, and private fitness centers.

(2) **Health promotion and wellness model** (wellness or health promotion director, health policy advocate): These students could select from classes in ENVH, ND, PSC, HPE, and PE, with internships at the Campus Recreation Center, Jackson County Recreation Department, YMCA’s, private fitness centers, health departments, non-profit health promotion agencies, and the CDC.

**BIOL 140: Principles of Biology**
**BIOL 291: Human Anatomy and Physiology I**
**BIOL 292: Human Anatomy and Physiology II**
**ENVH 190: From Black Death to Bioterrorism**
**ENVH 200: Introduction to Public Health**
**ENVH 210: Global Disparities in Public Health (also a P6)**
**ENVH 230: Introduction to Environmental Health**
**FIN 210: Managing Your Money for Financial Success**
**FIN 301: Financial Statement Analysis**
**FIN 305: Financial Management**
**HPE 212: Foundations of Health and Physical Education**
**HPE 223: Applied Kinesiology I: Anatomy, Physiology, & Biomechanics (4 credits)**
**HPE 225: Applied Kinesiology II: Exercise Physiology (4 credits)**
**HPE 235: Motor Behavior**
**HPE 253: Sport Education**
**HPE 305: Adventure Based Physical Education**
**HPE 345: Children's Movement (developmental approach to pe for children) (3 credits)**
**HPE 354: Lifetime Sport and Physical Activity I (2 credits)**
**HPE 364: Lifetime Sport and Physical Activity II (2 credits)**
**HPE 355: Fitness Concepts (fitness and wellness programming) (3 credits)**
**HPE 358: Healthy Living Concepts (nutrition and physical activity concepts to reduce and prevent obesity) (3 credits)**
**HPE 365: Physical Activity & Aging (how to lead activities for the older population)**

**Physical Activity classes to learn new skills, search under the PE prefix each semester.**

**HSCC 322: Medical Terminology**
**MATH 170: Applied Statistics**
**ND 190: Personal Nutrition**
**ND 310: Food, Nutrition, and Culture (also a P6 ULP)**
**ND 330: Human Nutritional Needs**
**ND 340: Community Nutrition (preq: ND 330)**
**ND 342: Nutrition in Athletics (preq: ND 330)**
**PSC 110: Global Issues**
**PSC 150: American Government and Politics (also a P1)**
**PSC 250: Introduction to Political Science**
**PSC 302: Public Policy**
PSC 303: State and Local Government
PSC 304: Public Administration
SM 260: Introduction to Sport Management
SM 340: Sport Ethics
SM 350: Global Sport and Culture
SM 361: Sport Marketing
SM 420: Risk Management and Liability in Sport
SM 435: Sport Event Management and Sponsorship
SM 445: Sport Administration
SM 315: Introduction to Intramural & Recreation Sport Management
SM 460: Financial Aspects of Sport
SOC 103: Human Society
SOC 385: Methods of Social Research
SOC 386: Analysis of Social Data

In addition to a variety of electives, students may consider working towards a minor in any of the following programs. Please check with the program for updates to courses and minor requirements.

• Business Administration & Law
• Coaching
• Entrepreneurship
• Environmental Health
• Political Science (public policy focus)
• Sport Management

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PRM Webpage: https://www.wcu.edu/learn/departments-schools-colleges/ceap/humanserv/prm/

PRM Facebook Group: https://www.facebook.com/groups/PRMclub/?ref=bookmarks

PRM Faculty
Left to Right: Dr. Ben Tholkes, Debby Singleton, Glenn Middleton, Dr. Andrew Bobilya and Dr. Callie Schultz