

## **Course Content for Recreation, Tourism and Events Courses (RTE)**

**LEI 3004 – Introduction to Recreation, Tourism, and Events** – History, definitions, and philosophy of the industry. Overview of the many types of organizations that provide recreation facilities and services, including Commercial Recreation and Tourism; City, County, State, & Federal agencies; and Non-profit Organizations.

**LEI 3312 – Introduction to Special Events** – An introductory course in event planning. Topics include: event research, marketing and sponsorships, staff and volunteer management, corporate social responsibility, risk management, and on-site production.

**LEI 3420 – Recreation Activity Leadership** - Leadership skills and styles, activity classification and analysis, public speaking and leading of activities.

**LEI 3435 - Recreation Program Design** – Teaches the principles of recreation program design and operations, goal and objectives, selection and sequencing of activities to create a program, cost-volume profit analysis, scheduling techniques, resources, and tournament formatting.

**LEI 3843 – Commercial Recreation and Tourism** – Entrepreneurism, economic concepts, business start-up planning, marketing, management, financial management, and operations of numerous types of commercial recreation and tourism businesses

**LEI 4524- Leadership and Supervision in Recreation, Tourism and Events** – Concepts, principles and best practices for managing and supervising employees , organization structure, ethics, human resources management, planning and decision making.

**LEI 4551 – Administration of RTE Organizations** –Financial sources and management, budget strategies, budgeting techniques, Excel formatting, budget presentations, liability issues, risk management, and contracts.

**LEI 4561 Special Event Promotions** - An overview of standard event promotional techniques used by event producers and includes online marketing strategies. Research, creativity, writing, analysis and organization are skills required to succeed in this course. NOTE: This is a “specialization course” not a required core course.

**LEI 4602 – Facility Planning and Management** – Facility design process that includes site limitations, area relationship plan, design considerations, traffic flow, ease of maintenance and application of green practices. Also facility maintenance and management.

**LEI 4881 – Assessment, Research, and Evaluation** – Application of various evaluation techniques by developing an evaluation plan, model selection, development of data collection procedures and analysis of data.

**LEI 4930 – Senior Seminar in RTE** – Current issues and trends facing the recreation, tourism, and special event profession. Career development topics, professional portfolio, preparation for senior internship.

**LEI 4921A/4921B – Field Work in RTE** – A minimum of 50 contact hours of practical experience in an organized recreation/tourism/events setting. Students must complete two field works in two different agencies.

**LEI 4940 – Internship in RTE** – A semester long, full- time, pre-professional, and multi-faceted experience under the supervision of a recreation/tourism/events professional.

**Plus 15 credit hours of “specialization courses” in business, hospitality, communication, social sciences, etc.**