

Sport and Recreation Management Graduate Certificate

What is it?

The Graduate Certificate in Sport and Recreation Management is aimed at enhancing management and leadership skills in the fields of recreation, sport, and health. Students will gain knowledge and understanding in the areas of finance, marketing, contemporary trends, facility and event management. The certificate is delivered entirely online, enabling students to complete all requirements remotely and provides the opportunity to connect and learn with others in the industry.

Who is it for?

This program will be of interest to:

- Recreation and Leisure Professionals
- Tourism Industry
- Provincial and National Sport Organizations
- Non-profit Sport Organizations
- Health Professionals
- Physical Educators
- Event Management Professionals
- Fitness and Well-being Professionals
- Allied Health Professionals
- Sport Professionals (coaches and athletes)
- Community Service Professionals

What knowledge and skills will I gain?

- Gain knowledge of principles and best practices to effectively manage and lead sport and recreation organizations in the public, non-profit and commercial sectors, including facility and event management.
 - Understand of the role of the public sector (federal, provincial and municipal governments) as it pertains to recreation, health, wellness and amateur sport.
 - Financial analysis and management skills in recreation, sport and related industries.
 - Marketing and sponsorship skills in sport and recreation organizations, including promotions, public relations, consumer behavior, communications and branding.
 - Critical thinking and problem solving skills specific to sport, recreation and community services management issues.
 - Develop effective professional oral, written and visual communication skills in the context of a sport and recreation leadership role.
 - In-depth study of selected contemporary topics in sport and recreation.
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What are the requirements?

- Eligible students will have an Undergraduate Degree, with a GPA of 3.0 (if you do not meet this, please contact the Manager, International and Community Education at KSRCertificates@ualberta.ca)
- A minimum of 1 year related work experience
- A current resume/curriculum vitae
- A letter of intent
- One professional letter of reference

What courses will I take?

Students are required to complete 4 courses, each worth 3 credits, for a total of 12 credits. There are 6 courses to choose from. The nature and number of courses offered in a calendar year will vary.

- KSR 711 – Organizational Analysis of Sport and Recreation
- KSR 712 – Sport and Recreation Organizations and the Public Sector
- KSR 713 – Financial Analysis and Management in Sport and Recreation Organizations
- KSR 714 – Marketing and Sponsorship in Sport and Recreation
- KSR 715 – Facilities and Event Management
- KSR 716 – Contemporary Issues in Sport and Recreation

When will course be offered?

Courses will be offered in Fall 2019. Applications will be considered on an ongoing basis beginning January 2019.

How much does the certificate cost?

Tuition is \$6,400.00 to complete all four courses in the certificate, plus non-instructional fees. Each course is approximately \$1,600.00 plus non-instructional fees.

REGISTRATION OPENS JANUARY 2019! UAB.CA/KSRCert

Need additional information?

Visit UAB.CA/KSRCert or email Jill Cameron at ksrcertificates@ualberta.ca.



UNIVERSITY OF ALBERTA
FACULTY OF KINESIOLOGY,
SPORT, AND RECREATION