

University of Minnesota Crookston
Assessment of Student Learning

Major: Sport and Recreation Management

5/13/2021

Assessment Method & Procedures	Data Collection Frequency	Reporting Timeframe	Results	Planned Improvements Based on Results	
Program Learning Outcome 1. Demonstrate a fundamental understanding of the various aspects of issues present in the sport industry.					
Outcome 1.1 Develop appreciation for the range of sport psychological interventions that can be used to promote sustained engagement in sport and exercise.	70 percent of students receive a passing grade of B or higher on the midterm exam, final exam, and final project assignments in SRM 3100.	every 3 years	2021	86% of the students received a B or higher on the relevant assignments.	Update the exams to maintain relevance.
Outcome 1.2 Understand discussions involving the sports business and politics.	70 percent of students receive a passing grade of B or higher on the Economic Impact Analysis and Naming Rights assignments in SRM 3012.	every 3 years	2021	87% of students received a B or higher on the relevant assignments.	Provide additional case studies demonstrating how economic impact analyses and naming rights agreements can be used politically.
Program Learning Outcome 2. Identify the multifaceted purposes, special requirements, and security issues of sport facilities					
Outcome 2.1 Understand the role of markets in allocating scarce resources.	70 percent of students receive a passing grade of B or higher on the Facility Financing Trends assignment in SRM 3012.	every 3 years	2021	71% received B or higher on the Facility Financing Trends assignment.	Use discussions in class to reinforce the use of different approaches to financing facilities.
Outcome 2.2 Evaluate indoor and outdoor sport facilities.	70 percent of students receive a passing grade of B or higher on the Risk Identification and Facility ADA Compliance Review assignments in SRM 3002.	every 3 years	2021	78% received a B or higher on the relevant assignments.	Provide students with more resources related to evaluating facilities based upon the different needs of the facility.
Program Learning Outcome 3. Discuss the marketing mix and how it pertains specifically to sport, including the unique challenges presented by the sport industry, emphasis on promotional strategies, and importance of sponsorship.					
Outcome 3.1 Demonstrate an understanding of sport marketing with special emphasis placed on pricing and promotional strategies.	70 percent of students receive a passing grade of a B or higher on the Pricing Assignment in SRM 3006.	every 3 years	2021	95% received a B or higher on the Pricing Assignment.	Keep updating any assignments related to these topics to ensure relevance.

	Outcome 3.2 Appraise the marketing strategies of a professional sport organization.	70 percent of students receive a passing grade of B or higher on the Adopt-a-Team Final Marketing Project in SRM 3006.	every 3 years	2021	79% received B or higher on the Adopt-a-Team Final Marketing Project.	Review rubric to make sure assignment continues to capture this outcome.
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Program Learning Outcome 4. Demonstrate an understanding of various legal aspects of sport including negligence, risk management, contract law, and ADA compliance.

	Outcome 4.1 Discuss legislation which has direct application to sport and physical activity settings, such as antitrust legislation, sport agent regulation, copyright issues, and criminal law.	70 percent of the students receive a passing grade of a B or higher on the Intellectual Property assignment.	every 3 years	2021	84% of the students received a B or higher on the relevant assignment.	Incorporate more assignments related to these topics.
	Outcome 4.2 Explore the theory of tort law, examine the legal defenses for negligence, and formulate an ability to apply risk management techniques within sport contexts.	70 percent of students receive a passing grade of a B or higher on Exams 1 and 2 in SRM 3002.	every 3 years	2021	69% of the students received a B or higher on the relevant exams.	Use Kahoot reviews more during classes to promote better recall of the material covered.