

**ARKANSAS TECH UNIVERSITY
DEPARTMENT OF PARKS, RECREATION & HOSPITALITY ADMINISTRATION**

**Commercial Recreation
RP 3033 TC1 – Fall 2019
Online**

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Office Hours
Monday 10am - Noon
2pm - 3pm (BazTech/CRA)
Wednesday 10am -11:30am
Friday 10am -11:30am

Required Texts

Crossley, J. C., Rood, S., Brayley, R., Price-Howard, K., & Holdnak, A. (2018). *Introduction to commercial recreation and tourism: An entrepreneurial approach, 7th ed.* Urbana, IL: Sagamore-Venture.

RP 3033 Commercial Recreation.

The course content will introduce the spectrum of planning, delivery and assessment of goods and services in the commercial sector of parks and recreation.

Recreation and Park Administration Mission Statement

The mission of the Recreation and Park Administration Program is to educate Recreation and Park professionals for self, community, and society.

The Recreation and Park Administration Program at ATU is accredited by the Council on Accreditation of Parks, Recreation, Tourism and Related Professions. Students graduating from ATU are qualified to sit for the Certified Park and Recreation Professional exam immediately following completion of the baccalaureate degree in Recreation and Park Administration. ATU has the only Recreation and Park Program in Arkansas nationally accredited by COAPRT.



Course Objectives

Upon completion of this class, students should be able to demonstrate entry-level knowledge of the the historical, scientific, and philosophical foundations of the Recreation and Park profession and demonstrate entry level knowledge of the organizations of recreation and park agencies. More detailed topics are listed at the end of this syllabus.

COAPRT STANDARDS	LEARNING OUTCOME(S)	METHOD(S) OF ASSESSMENT
7.01 Students graduating from the program shall demonstrate the following entry-level knowledge: a) the nature and scope of the relevant park, recreation, tourism or related professions and their associated industries; b) techniques and processes used by professionals and workers in those industries; and c) the foundations of the profession in history, science, and philosophy.	Demonstrate application of entry-level knowledge of profit commercial leisure products, recreation, park, tourism, related agencies services and professional skill set through written responses on quizzes, exams, and business plan.	Quizzes Exams Business Plan
7.02 Student graduating from the program shall be able to demonstrate ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity.	Demonstrate application and understanding of diverse market demands for various products and services through operations & marketing analysis of a business project and business plan.	Operations & Marketing Analysis Business Plan
7.03 Student graduating from the program shall be able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related profession	Demonstrate application and analysis of business concepts and models through the operations & marketing analysis, and business plan.	Operations & Marketing Analysis Business Plan

Evaluation and Grading

Exams

- There will be two (2) exams. Exams will cover lectures, readings, videos, and discussions. Test questions will include multiple choices, true/false, matching questions and some short answer.
- The exams will be online on Blackboard.
- These are to be done individually and are NOT to use any resources.
- There will be no make-up exams for this course without prior notice of absence, special permission of the instructor, or extenuating circumstances on the part of the student.

Quizzes

- There will be five (5) quizzes.
- The quizzes will be online on Blackboard.
- These are to be done individually and are open book/note.

Projects

- Operations & Marketing Analysis interview and paper (Individual)
- Business Plan (Parts 1,2,3, & Final) (Individual or Team of 2)
- Business Plan Video Presentation (Individual or Team of 2)

Participation

- Students are required to attend and participate in class discussions via Blackboard Collaborate (conference call/video) with the professor (at least 2 times).
- Participating could involve asking questions or responding to the discussion while staying on topic.

Bonus Assignment (Max +50pts)

- Finding research (discuss with instructor first about the topic)(+10pts)
- On-Track – Advance to Career ONLINE with reflection paper (+50pts)
- Sign up and start ELEVATE this semester (+10pts)
- Complete ELEVATE this semester (+40pts)
- Attend a state conference (+10pts) (additional +5pts for networking with 5 professionals)
- Attend a national conference (+20pts) (additional +5pts for networking with 5 professionals)

RP 3033 COMMERCIAL RECREATION

Grading Policy and Method

Papers cannot be emailed or handed in as a hard copy. **Word documents** are due online in Blackboard on the date identified in the Tentative Schedule. You are expected to turn in all assignments in a timely manner (which means by 10pm on the date they are due).

Exams (2)	50 each	100 points
Quizzes (5)	20 each	100 points
Operations & Marketing Analysis		50 points
Business Plan		
Part 1		25 points
Part 2		50 points
Part 3		50 points
Final Plan		50 points
Video Presentation		50 points
Participation (Conference calls/discussions)		25 points
	Total	500 points

Grading:

A	450 -500 of total points
B	400-449 of total points
C	350-399 of total points
D	300-349 of total points
F	000-299 of total points

Late assignments will not be accepted past 7 days of the due date (*Extreme circumstance must be discussed with the instructor*). Late assignments will have the following deductions:

Up to 1 day late	10%
2 to 3 days late	30%
4 to 7 days late	50%
Above 7 days late	NOT ACCEPTED

No assignments will be accepted during Pre-Finals Week or beyond.

Writing Skills and Style

Effective writing skills are important to any profession, attention will be paid to the actual writing components of your papers. All written work is to be professionally presented with attention paid to elements such as structure, clarity, grammar and spelling. You should give yourself time and opportunities to revise your work. All papers should be 1” margins all around, font New Times Roman size 12, and double space. In addition, utilize “APA (American Psychological Association) style, 6th Edition.” For more details regarding APA style, please check out <http://www.apastyle.org> or Publication Manual of the American Psychological Association 6th edition (ISBN 1-55798-810-2) may be purchased at the ATU Bookstore or on line. Several copies are also available at the reference desk at the ATU Pendergraft Library. The *Writer’s Handbook 6th ed.*, found at the ATU bookstore under ENGL 1023, also has information on APA style. ***APA is the writing style adopted by the Department of Parks, Recreation and Hospitality Administration for all papers, reports and projects in all RP and HA courses.***

University Policies

Statement OF Non-Discrimination and Access

Arkansas Tech University does not discriminate on the basis of color, sex, sexual orientation, gender identity, race, age, national origin, religion, veteran status, genetic information, or disability in any of practices, policies, or procedures. If you have experienced any form of discrimination or harassment, including sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the institution.

If you report such an incident of misconduct to a faculty or staff member, they are required by law to notify Arkansas Tech University's Title IX Coordinator and share the basic facts of your experience. The Title IX Coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus. For more information please visit:

<http://www.atu.edu/titleix/index.php>

Arkansas Tech University adheres to the requirements of the Americans with Disabilities Act in order to prevent barriers to academic accessibility. If you need an accommodation due to a disability, please contact the ATU Office of Disability Services, located in Doc Bryan Student Center, Suite 171, or visit <http://www.atu.edu/disabilities/index.php>

Academic Misconduct & Dishonest

See the new [Student Handbook](#) for the university's policies.

Do NOT cheat, plagiarize, or copy.

Technical Assistance

Technical support, including Blackboard support, is available online, via email, or by phone: Telephone Support: (479) 968-0646; 1-866-400-8022; Email

Support: campussupport@atu.edu

Additional information may be found at: <https://ois.atu.edu/>

Hours of Operation: 24 hours a day - 7 days a week * Excluding holidays *

When the library is closed, there will only be email and telephone support available.

Assistance

Students should seek assistance and ask for help from the instructor, the campus support center, or other university staff as appropriate.

Student Success Services

- **Tutoring Center** has two locations on campus to help you with all of your courses:
 - **Ross Pendergaft Library (2nd floor),**
 - **Doc Bryan, room 153.**
- The **Tutoring Schedule** will be provided in class, but can also be accessed online via the Tutoring Services website: <https://www.atu.edu/tutoring/>.
- **Academic Coaching**, and workshops are also available in this office.
- To find out more information contact the **Student Success Services office** at this email address: student.success@atu.edu, by calling (479) 968-0278, or going to the office in **Doc Bryan 153.**

Food/Housing

- Any student who faces challenges securing their food or housing and believes this may affect their performance in the course is urged to notify the instructor, if they are comfortable in doing so.
- Community resources are available for students and can be found at the following webpage: <https://www.atu.edu/localresources/>
- If a student finds they need more support, they are encouraged to contact the Office of the Vice President for Student Services (479-968-0238).

Check on Blackboard for Tentative Schedule