Sport & Recreation Management

Year 4 Data Amendment

(Including Outcomes 2-4 Data)

**Outcome 2:**

*Create a sport or recreational program promotional sales campaign, including print, social and/or digital media tools that are appropriate for consumers.   In FITT 1371 (Promo of Selling Sport & Rec) students will create a promotional sales campaign with flyer for their sport or recreation program of choice, including slogan, graphics/imaging and pricing. 80% of students will score an 80% or higher on the successful creation of the sport or recreation program promotional sales campaign flyer.*

**Data Summary:** Since Spring 2021, four (4) sections of FITT 1371 were delivered (hybrid and f2f modalities). Based on the data collected, 85% of the students (34 out of 38) have earned a score of 80% or higher on the creation of a promotional sales campaign with flyer. The student performance is above the expected target of 80%. With the additional sections offered the student data has remained the same from year two to year four; 85% of the students earned a score of 80% or higher.

**Outcome 3:**

*Design, implement and evaluate a sport, recreational or sport tourism program. In FITT 1370 (Sports Tourism) students will prepare an outline for a sport or recreation tourism event for potential customers. 80% of students will score a 75% or higher on the rubric for the outline on program design, implementation and evaluation.*

**Data Summary:** Beginning Fall 2020 and up to and including Spring 2024, a total of seven (7) sections of FITT 1370 have been taught (hybrid and F2F modalities). Based on the data collected, 60% of students (34 out of 57) have earned a score of 75% or higher on the rubric for outline on program design, implementation and evaluation.

**Outcome 4:**

*Students will communicate effectively in writing and in an oral presentation about risk management and ethical issues in sport and recreation by creating an emergency action plan.  In FITT 1373 (Legal & Ethical Issues in Sport & Rec) students will define and outline a risk management action plan for a sport, recreation or tourism event of their choice. 80% of students will score an 75% or higher on the rubric for defining and outlining the risk management plan.*

**Data Summary:** Since the Fall 2021, four (4) sections of FITT 1373 were delivered (hybrid and f2f modalities). Based on the data collected, 72% of the students (42 out of 58) have earned a score of 75% or higher on the rubric for defining and outlining the risk management plan.