CURRICULUM DISCUSSION
February 27, 2009
Recreation, Parks, & Tourism Administration Advisory Council

- Business writing skills
- Writing skills
- Excel skills – spreadsheet proficiency
- Presenting data
- Soft skills – electronics has created disconnect to human services
- Proposals – writing, designing, presenting effective grants

- Require geography
- Place HR back in curriculum
- History of RPTA

- Workplace realities
- Politics of getting things done
- Group dynamics, team building
- Generational differences in the workplace
- How to present self in writing and verbally
- Interpersonal skills, ethics, behavior in workplace, business & corporate etiquette
- Management skills – time management, communication, finance, leadership
- Professional competencies
- Career mapping, goal setting, professional development

- Business Theory
- Managerial economics
- Return on investment – understand the numbers behind everything
- Change management, crisis management
- Customer service
- Decision-making based on criteria
- Contract management & procurement management
- Triple threat – environment, people, profit
- Sustainable business practices

- Business behind events – funding for charities, economy, etc.
- Measuring economic impact of events & recreation activities
- Sustainable events
- Events sponsorship and co-marketing
- Sponsorship – subsidizing events

- Marketing skills
- Selling skills
- Experiential marketing
- Website design and marketing
- Electronic marketing & communications – search engines, communications programs for marketing
- Buying right keywords, etc.
- Branding and management of brand
- Online networking