

PROFESSIONAL SNOWSPORTS MANAGEMENT, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

Program Description

This nine-credit certificate program develops students' capacities in professional snowsports management and focuses on three components, one of which have flexibility to accommodate students interests.

First, RPTM 351 focuses on developing appropriate knowledge as a member of the Professional Ski Instructors of America- American Association of Snowboard Instructors (PSIA-AASI), preparing for and completing the level III certificate in a discipline of their choice and developing a professional development plan emphasizing lifelong learning.

Second, in RPTM 410 will provide students with an overview of marketing in general and recreation/tourism marketing in particular. Supplemental objectives are to (a) provide students with a review of different marketing theories and practices and (b) help students apply marketing principles to practical recreation/tourism situations. Main topics typically include: Introduction to marketing and its evolution; Parameters of the recreation/ tourism experience and how this affects marketing practices; Defining and segmenting the consumer market; The marketing mix; Conducting marketing research in an effort to develop effective marketing strategy; Service quality and its impact on marketing strategy; Customer loyalty and its impact on marketing strategy; Recognizing and responding to the changing needs of consumer markets.

The remaining three (3) credits can be selected from the list of courses from the College of Health and Human Development (CHHD) which allow flexibility for students to explore their specific interests in more detail. This is designed to enhance learner agency and to allow students to tailor the certificate to reflect their own interests. Other relevant courses can be identified and agreed with the program director.

What is Professional Snowsports Management?

Students earn the Snowsports Management certificate will gain knowledge and skills that will enhance their ability to teach all skill levels of snowsports and manage people and programs in the snowsports industry. As a part of the certificate, students will prepare for and attend at least one module of the Professional Ski Instructors of America – American Association of Snowboard Instructors (PSIA-AASI) Level III certification assessment in alpine skiing, snowboarding, telemark skiing, or cross-country skiing. Students also develop practical and theoretical knowledge of marketing principles in general, recreation, and tourism settings. Supporting their professional growth as a manager in the industry, students select from a list of approved courses from the College of Health and Human Development, allowing the exploration of specific interests in more detail.

You Might Like This Program If...

- You are working in or want to work in snowsports education.
- You have completed a Level II certification with PSIA-AASI and are looking to develop additional skills in teaching snowsports and planning clinics.
- You are interested in taking on more of a management role in the snowsports industry.