



**UNIVERSITI TEKNOLOGI MARA**

**PMG551: PARK RECREATION PROGRAMMING**

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| <b>Course Name (English)</b>   | PARK RECREATION PROGRAMMING <b>APPROVED</b>  |
| <b>Course Code</b>   | PMG551   |
| <b>MQF Credit</b>  | 3  |
| <b>Course Description</b>  | This subject introduces student the program planning in parks, recreational centers and leisure service to fulfill the community recreational needs.   |
| <b>Transferable Skills</b>   | Demonstrate professional skills, knowledge and competencies.   |
| <b>Teaching Methodologies</b>  | Lectures, Field Trip, Tutorial   |
| <b>CLO</b>   | <p>CLO1 Discover the basic concepts of programming and its relationship between service and quality in programming process.</p> <p>CLO2 Interpret the pre-programming planning processes in park recreation programming.</p> <p>CLO3 Analyze the issues in program diversity, program design, pricing, promotion, staffing, implementation and evaluation.</p> |
| <b>Pre-Requisite Courses</b>   | No course recommendations  |
| <b>Topics</b>  |  |
| <p><b>1. INTRODUCTION TO PARK PROGRAMMING; SERVICES AND THE QUALITY OF PROGRAMMING</b></p> <p>1.1) Theory and philosophy<br/>           1.2) Basic programming concepts<br/>           1.3) Recreation programs<br/>           1.4) Leisure experience<br/>           1.5) Strategies used in the organization of leisure services<br/>           1.6) Program theories<br/>           1.7) The programmer as a professional<br/>           1.8) Leadership in leisure recreation programming<br/>           1.9) Roles of programmer</p>              |  |
| <p><b>2. UNDERSTANDING CUSTOMER BEHAVIOR</b></p> <p>2.1) Customer label<br/>           2.2) Customer decision making<br/>           2.3) Life span variables and leisure behavior<br/>           2.4) Basic concept<br/>           2.5) The process of need assessment<br/>           2.6) Need typology</p>   |  |
| <p><b>3. PROGRAMMING FOR PEOPLE</b></p> <p>3.1) Dimension of diversity<br/>           3.2) Program design<br/>           3.3) Organization culture<br/>           3.4) Program goals and objectives<br/>           3.5) Program design elements<br/>           3.6) Framework for service delivery<br/>           3.7) Categorization and classification system of leisure recreation programming<br/>           3.8) What is program format<br/>           3.9) Program format and customer satisfaction<br/>           3.10) Formatting programs</p> |  |

**4. PROGRAM PROMOTION, BUDGETING & RESOURCE ATTAINMENT**

- 4.1) Communication program
- 4.2) Tools, techniques and channels for promoting programs
- 4.3) Trends in budgeting and resource attainment
- 4.4) Cost/Expenditure and revenues
- 4.5) Budget and resources attainment plan
- 4.6) Pricing

**5. DELIVERING LEISURE PROGRAMS & PROGRAM EVALUATION**

- 5.1) Service quality and the customer-leader interface
- 5.2) Management strategies for programming
- 5.3) Supervising staff and managing the program flow
- 5.4) Registration and customer concerns
- 5.5) Evaluation and quality assurance
- 5.6) Evaluation process
- 5.7) Approaches, tools, techniques and data collection and analysis

**6. CURRENT ISSUES**

- 6.1) Current Issues

| Assessment Breakdown  | %      |
|-----------------------|--------|
| Continuous Assessment | 50.00% |
| Final Assessment      | 50.00% |

| Details of Continuous Assessment | Assessment Type    | Assessment Description   | % of Total Mark | CLO  |
|----------------------------------|--------------------|--|-----------------|------|
|                                  | Group Project      | Involve in organization program. Park programming process                  | 20%             | CLO2 |
|                                  | Individual Project | Program Review   | 10%             | CLO2 |
|                                  | Presentation       | Individual presentation & overall performance during program presentation. | 10%             | CLO2 |
|                                  | Test               | structure question   | 10%             | CLO1 |

| Reading List       | Recommended Text                                      | <ul style="list-style-type: none"> <li>Donald G. DeGraaf 2010, <i>Programming for Parks, Recreation, and Leisure Services</i>, 3RD Ed., Venture Pub [ISBN: 1892132877]</li> <li>2004, <i>Leisure Programming</i>, 4th Ed., McGraw-Hill Humanities/Social Sciences/Languages [ISBN: 0072353899]</li> </ul>  |
|--------------------|---|--|
|                    | Reference Book Resources                              | <ul style="list-style-type: none"> <li>Christopher R. Edginton 2005, <i>Leisure and Life Satisfaction</i>, 4th Ed., McGraw-Hill Humanities, Social Sciences &amp; World Languages [ISBN: 0072885076]</li> <li>Karla A. Henderson 2006, <i>Dimensions of Choice</i>, 2nd Ed., Venture Pub [ISBN: 1892132648]</li> <li>Richard Kraus 1997, <i>Recreation Programming: A Benefits-Driven Approach</i>, 1st Ed., Benjamin Cummings [ISBN: 0205165745]</li> </ul> |
| Article/Paper List | This Course does not have any article/paper resources |  |
| Other References   | This Course does not have any other resources         |  |