



Sport Marketing & Management

B.S. in Kinesiology degree (124 credit hours)

Application required for admission. 2.0 GPA required for graduation.

Effective for students matriculating August 2002 (revised 2005)

Department of Kinesiology

Major (73 – 78 Credit Hours)

(P: M118; P or C: E201 or E202 and M119)

KINESIOLOGY COURSES (37-42 Credit Hours)

A. Required Foundation

- ___ 3 HPER P211 Introduction to Sport Management
- ___ 3 HPER P212 Introduction to Exercise Science

B. Required Core

- ___ 3 HPER P333 Sport in America: Historical Perspective
- ___ 3 HPER P392 Sport in American Society ♦
- ___ 3 HPER P405 Introduction to Sport Psychology

C. Required SM&M Professional Core

(Enrollment in courses in "C" and "D" below is restricted to admitted SM&M and Sport Communication majors—or by special permission of instructor.)

- ___ 3 HPER P318 Management of the Sport Enterprise
- ___ 3 HPER P411 Legal Issues in Sport Settings (P: L201)
- ___ 3 HPER P418 Sport Marketing (P: M300)
- ___ 3 HPER P423 Financial Principles of Sport
- ___ 3 HPER P425 Sport Governance in the Global Community **OR**
HPER P445 Topic: Issues in Intercollegiate Athletics
- ___ 3 HPER P428 Strategic Management in the Sport Industry

D. Select One of the Following

- ___ 1-3 HPER P439 Practicum in Sport Studies (P: 2.3 GPA)
- ___ 1-6 HPER P449 Internship in S M & M (P: 2.5 GPA; SM&M only)

E. Select One of the Following

- ___ 3 BUS* K201 The Computer in Bus (C min required for minor)
- ___ 3 HPER P200 Microcomputer Application in Physical Educ.

REQUIRED BUSINESS CORE (24 Credit Hours)

A. Required

- ___ 3 BUS* A201 Intro to Financial Account (P: A100)
- ___ 3 BUS* A202 Intro to Managerial Account (P: A100)
- ___ 3 BUS* L201 Legal Environment Bus (P: sophomore standing)
- ___ 3 BUS* M300 Intro to Marketing (P:A201 or A202)
- ___ 3 BUS* Z302 Mgmt & Behav in Orgs (P: Jr. standing) **OR**
BUS J306 Strategic Mgmt & Leadership
- ___ 3 ECON E201 Introduction to Microeconomics
- ___ 3 ECON E202 Introduction to Macroeconomics

* Required for a business minor (a 2.0 overall GPA is required in courses fulfilling the business minor).

B. Select One Course from the Following

- ___ 3 BUS F260 Personal Finance
- ___ 3 BUS X100 Business Administration: Introduction
- ___ 3 BUS X204 Business Communications (P: W131 W/C min)
- ___ 3 ECON E370 Statistical Analysis for Business and Economics

General Education (39 Credit Hours)

HUMANITIES (18 credits)

- ___ 3 CMCL C121 Public Speaking
- ___ 3 CMCL C122 Interpersonal Communication
- ___ 3 ENG W131 Elementary Composition 1 (C- min) **OR**
ENG W170 Intro to Argumentative Writing (C- min)

Select 6 credit hours from the following

- ___ 3 BUS X204 Business Comm (if not used in 'B' above)
(P: W131 w/ C min)
- ___ 3 CMCL C223 Bus & Prof Communication
- ___ 3 ENG W103 Introduction to Creative Writing
- ___ 3 ENG W203 Creative Writing (P: W103)
- ___ 3 ENG W231 Professional Writing Skills
- ___ 3 ENG W240 Community Service Writing ~
- ___ 3 ENG W270 Argumentative Writing
- ___ 3 JOUR J110 Foundations of Journalism & Mass Comm
- ___ 3 JOUR J210 Visual Communication (JOUR AUTH required)
- ___ 3 TEL T211 Writing for Electronic Media

Select 3 additional credit hours in humanities (see HPER Bulletin)

___ 3 _____

LIFE & PHYSICAL SCIENCES (9 Credit Hours):

- ___ 3 MATH M118 Finite Math (or A118 or both D116-D117) **OR**
MATH M119 Brief Survey of Calculus I

Additional credit hours to total 9 credit hours:

Any Life and Physical Science courses (See HPER Bulletin)

SOCIAL & BEHAVIORAL SCIENCES (12 Credit Hours):

- ___ 3 PSY P101 Introductory Psychology 1
- ___ 3 SOC S100 Intro to Soc **OR** a 200 level or higher Soc

Select 6 additional credit hours from any social & behavior science course (see HPER Bulletin) **Recommended:**

- ___ 3 POLS Y200 Contemporary Political Topics
- ___ 3 PSY P102 Introductory Psychology 2 (P: P101)
- ___ 3 SOC S101 Social Programs & Policies (not Soc of Sport)
- ___ 3 SOC S210 The Economy Organization and Work
- ___ 3 SOC S215 Social Change
- ___ 3 SOC S230 Society and the Individual

SPORT MARKETING & MANAGEMENT ELECTIVES

Select 12 credit hours from courses on the reverse side.

Free Electives (7 – 12 Credit Hours)

NOTE: ONLY FREE ELECTIVES MAY BE TAKEN PASS/FAIL

SPORT MARKETING & MANAGEMENT ELECTIVES

Select 12 credit hours from courses listed below:

A. Business

If completing the business minor, two of the following three courses are required. These are in addition to business courses already required by sport marketing and management major:

- ___ 3 BUS F300 Introduction to Financial Management (P: A200 or A201 or A202)
- ___ 3 BUS G300 Introduction to Managerial Economics (P: E201- E202)
- ___ 3 BUS P300 Introduction to Operation Management (P: K201 and A200 or A201 or A202)

Students wishing the business entrepreneurship minor take both of the following courses instead of courses from above:

- ___ 3 BUS W211 Contemporary Entrepreneurship
- ___ 3 BUS W300 Small Business Mngt (P: A200 or A201 or A202)

Other business electives:

- ___ 1 BUS A100 Basic Accounting Skills
- ___ 3 BUS D301 The International Business Environment
- ___ 3 BUS** F260 Personal Finance
- ___ 3 BUS** K201 The Computer in Business
- ___ 3 BUS L315 Bus & Law of Entrtnmnt & Sports (instructor perm)
- ___ 3 BUS R300 Principles of Real Estate (P: A201) ♦
- ___ 3 BUS** X204 Business Comm (P: W131 with C min grade)
- ___ 2 BUS X420 Business Career Planning & Placement
- ___ 3 ECON** E370 Statistical Analysis for Business & Economics (P: M118; P or C: M119 and E201 or E202)

**May NOT be used to fulfill both this requirement and a Business Core requirement.

B. Geography

- ___ 3 GEOG G320 Population Geography (P: Jr. standing)

C. HPER

- ___ 3-2 HPER H160 First Aid & Emergency Care **OR**
 - HPER P280 Principles of Athletic Trn & Emergency Care
- ___ 3 HPER P213 Introduction to Sport Communication
- ___ 3 HPER H263 Personal Health
- ___ 3 HPER H318 Drug Use in American Society
- ___ 3 HPER P213 Introduction to Sport Communication
- ___ 1 HPER P301 Job Search Strategies for Kines Students
- ___ 3 HPER P324 Recreation Sports Programming
- ___ 3 HPER P334 Culture Diversity in American Sport
- ___ 3 HPER P415 Sport Promotion & Public Relations ♦
- ___ 3 HPER P416 Fitness Management
- ___ 3 HPER P427 Pool Management, Maintenance & Const
- ___ 1-3 HPER P445 Special Problems in Kinesiology
- ___ 3 HPER R160 Recreation and Leisure
- ___ 3 HPER R326 Customer Service and Media Relations
- ___ 3 HPER R352 Resort Management
- ___ 3 HPER S101 Introduction to Safety Science

D. Afro-American Studies

- ___ 3 AAAD A265 Sports & Afro-American Experience

E. English

- ___ 3 ENG L210 Studies in Popular Literature & Mass Media
- ___ 3 ENG L240 Literature and Public Life
- ___ 3 ENG L295 American Film Culture (topic varies)

F. Journalism

- ___ 3 JOUR J110 Found. of Journalism and Mass Comm.
- ___ 3 JOUR J210 Visual Communication (JOUR AUTH)

G. Psychology

- ___ 3 PSY P320 Social Psychology (P: P101 & P102 or P106 or P151 and P152)
- ___ 3 PSY P323 Industrial/Organizational Psychology ♦
- ___ 3 PSY P327 Psychology of Motivation (P: P101 & P102 or P151 & P152 or P106; R: P211)

H. Sociology

- ___ 3 SOC S101 Social Problems & Policies (not Soc of Sport)
- ___ 3 SOC S315 Work and Occupations (P: 3 cr. of Soc)

I. Telecommunications

- ___ 3 TEL T101 Living in the Information Age
- ___ 3 TEL T340 Electronic Media Advertising (P: T207)
- ___ 3 TEL T347 Promotion and Marketing (P: T207)
- ___ 3 TEL T348 Audience Analysis (P: T205) ~
- ___ 3 TEL T445 Sports and Television (P:T205)

TOTAL REQUIRED CREDIT HOURS:

Kinesiology/Sport Market & Management Core	37-42
Required Business Core	24
General Education	39
Humanities (18)	
Life & Physical Science (9)	
Social & Behavioral Sciences (12)	
Sport Marketing & Management Electives	12
Free Electives	7-12

TOTAL 124

Generally available: ~ Fall Only ♦ Spring Only

Visit the HPER website at www.hper.indiana.edu.

For information about this major and career options, visit: www.indiana.edu/~udiv/majors/majorinfo.cgi/47