



SCHOOL OF HEALTH, PHYSICAL  
EDUCATION, AND RECREATION

INDIANA UNIVERSITY

# Sport Marketing & Management

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

Department of Kinesiology

Application required for admission. 2.0 GPA required for graduation.

Effective for students matriculating Fall 2008

## Major (76 – 81 Credit Hours)

### KINESIOLOGY COURSES (40-45 Credit Hours)

#### A. Required Foundation

- \_\_\_ 3 HPER-P 211 Introduction to Sport Management
- \_\_\_ 3 HPER-P 212 Introduction to Exercise Science

#### B. Required Core

- \_\_\_ 3 HPER-P 333 Sport in America: Historical Perspective
- \_\_\_ 3 HPER-P 392 Sport in American Society ♦
- \_\_\_ 3 HPER-P 405 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.)

- \_\_\_ 3 HPER-P 318 Management of the Sport Enterprise
- \_\_\_ 3 HPER-P 328 Issues in Intercollegiate Athletics **OR**  
HPER-P 329 Issues in Sport Communication
- \_\_\_ 3 HPER-P 411 Legal Issues in Sport Settings (P: L201) **OR**  
HPER-R 411 Legal Issues in Sport Settings
- \_\_\_ 3 HPER-P 418 Sport Marketing (P: M300)
- \_\_\_ 3 HPER-P 423 Financial Principles of Sport
- \_\_\_ 3 HPER-P 426 Sport Sales
- \_\_\_ 3 HPER-P 428 Strategic Management in the Sport Industry

#### D. Select One of the Following

- \_\_\_ 1-3 HPER-P 439 Practicum in Sport Studies (P: 2.3 GPA)
- \_\_\_ 1-6 HPER-P 449 Internship in S M & M (P: 2.5 GPA; SM&M only)

#### E. Select One of the Following

- \_\_\_ 3 BUS-K 201\* The Computer in Bus (C min required for minor)
- \_\_\_ 3 HPER-P 200 Microcomputer Application in Physical Educ.

### REQUIRED BUSINESS CORE (24 Credit Hours)

#### A. Required

- \_\_\_ 3 BUS-A201\* Intro to Financial Account (P: A100)
- \_\_\_ 3 BUS-A 202\* Intro to Managerial Account (P: A100)
- \_\_\_ 3 BUS-L 201\* Legal Environment Bus (P: sophomore standing)
- \_\_\_ 3 BUS-M 300\* Intro to Marketing (P:A201 or A202)
- \_\_\_ 3 BUS-Z 302\* Mgmt & Behav in Orgs (P: Jr. standing) **or**  
BUS-J 306\* Strategic Mgmt & Leadership
- \_\_\_ 3 ECON-E 201 Introduction to Microeconomics
- \_\_\_ 3 ECON-E 202 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-F 260 Personal Finance
- \_\_\_ 3 BUS-X 100 Business Administration: Introduction
- \_\_\_ 3 BUS-X 204 Business Communications (P: W131 W/C min)
- \_\_\_ 3 ECON-E 370 Statistical Analysis for Business and Economics  
(P: M 118; P or C: E 201 or E 202 and M 119)

## General Education (39 Credit Hours)

### HUMANITIES (18 credits)

Required:

- \_\_\_ 3 CMCL-C 121 Public Speaking
- \_\_\_ 3 CMCL-C 122 Interpersonal Communication
- \_\_\_ 3 ENG-W 131 Elementary Composition 1 (C- min) **OR**  
ENG-W 170 Intro to Argumentative Writing (C- min)

### Select 6 credit hours from the following

- \_\_\_ 3 BUS-X 204 Business Communication  
(if not used in 'B') (P: W 131 w/ C min)
- \_\_\_ 3 CMCL-C 223 Business & Professional Communication
- \_\_\_ 3 ENG-W 103 Introduction to Creative Writing
- \_\_\_ 1 ENG-W 202 English Grammar Review
- \_\_\_ 3 ENG-W 203 Creative Writing (P: W 103)
- \_\_\_ 3 ENG-W 231 Professional Writing Skills
- \_\_\_ 3 ENG-W 240 Community Service Writing ~
- \_\_\_ 3 ENG-W 270 Argumentative Writing
- \_\_\_ 3 ENG-W 280 Literary Editing & Publishing
- \_\_\_ 3 JOUR-J 110 Foundations of Journalism & Mass Comm
- \_\_\_ 3 JOUR-J 210 Visual Communication
- \_\_\_ 3 TEL-T 211 Writing for Electronic Media

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

\_\_\_ 3 \_\_\_\_\_

### LIFE & PHYSICAL SCIENCES (9 Credit Hours):

- \_\_\_ 3 MATH-M 118 Finite Math (or A 118 or both D 116+D 117) **OR**  
MATH-M 119 Brief Survey of Calculus I

### Additional credit hours to total 9 credit hours:

Any Life and Physical Science courses (See HPER Bulletin)

\_\_\_ 3 \_\_\_\_\_

\_\_\_ 3 \_\_\_\_\_

### SOCIAL & BEHAVIORAL SCIENCES (12 Credit Hours):

- \_\_\_ 3 PSY- P 101 Introductory Psychology 1 (or P155)
- \_\_\_ 3 SOC-S 100 Intro to Soc **OR** a 200 level or higher Soc

### Select 6 additional credit hours from any social & behavior science course: ANTH, CJUS, GEOG (human), HIST, POLS, PSY, SOC (see HPER Bulletin)

\_\_\_ 3 \_\_\_\_\_

\_\_\_ 3 \_\_\_\_\_

### SPORT MARKETING & MANAGEMENT ELECTIVES

Select 12 credit hours from courses on the reverse side.

Generally available: ~ Fall Only ♦ Spring Only

## SPORT MARKETING & MANAGEMENT ELECTIVES

Select 12 credit hours from courses listed below:

### A. Business

If completing the standard business minor, two of the following three courses are required. These are in addition to business courses already required by SM&M major:

- \_\_\_ 3 BUS-F 300 Introduction to Financial Management (P: A200 or A201 or A202)
- \_\_\_ 3 BUS-G 300 Introduction to Managerial Economics (P: E201- E202)
- \_\_\_ 3 BUS-P 300 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-W 211 Contemporary Entrepreneurship
- \_\_\_ 3 BUS-W 300 Small Business Mgt (P: A 200 or A 201 or A 202)

Students wishing the minor in marketing must take two additional courses:

Required:

- \_\_\_ 3 BUS-M 311 Introduction to Marketing Communication **OR**
- \_\_\_ 3 BUS-M 312 Retail Marketing Management

Choose one course from:

- \_\_\_ 3 BUS-M 311 Introduction to Marketing Communication **OR**
- \_\_\_ 3 BUS-M 312 Retail Marketing Mngt (course not taken above)
- \_\_\_ 3 BUS-F 300 Introduction to Financial Management (P: A200 or A201 or A202)
- \_\_\_ 3 BUS-G 300 Introduction to Managerial Economics (P: E201- E202)
- \_\_\_ 3 BUS-P 300 Introduction to Operation Management (P: K201 and A200 or A201 or A202)

Other business electives:

- \_\_\_ 1 BUS-A 100 Basic Accounting Skills
- \_\_\_ 3 BUS-D 301 The International Business Environment
- \_\_\_ 3 BUS-F 260\*\* Personal Finance
- \_\_\_ 3 BUS-K 201\*\* The Computer in Business
- \_\_\_ 3 BUS-L 315 Bus & Law of Entrnmnt & Sports (instructor perm)
- \_\_\_ 3 BUS-R 300 Principles of Real Estate ( P: A201) ♦
- \_\_\_ 2 BUS-X 420 Business Career Planning & Placement
- \_\_\_ 3 ECON-E 370\*\* 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: junior standing)

### C. HPER

- \_\_\_ 3-2 HPER H160 First Aid & Emergency Care **OR**
- \_\_\_ 3 HPER-P 280 Principles of Athletic Trn & Emergency Care
- \_\_\_ 3 HPER-P 213 Introduction to Sport Communication
- \_\_\_ 3 HPER H263 Personal Health
- \_\_\_ 3 HPER H318 Drug Use in American Society
- \_\_\_ 3 HPER-P 206 Recreational Sports Programming
- \_\_\_ 3 HPER-P 213 Introduction to Sport Communication
- \_\_\_ 1 HPER-P 301 Job Search Strategies for Kines Students

- \_\_\_ 3 HPER-P 415 Sport Promotion & Public Relations ♦
- \_\_\_ 3 HPER-P 416 Fitness Management
- \_\_\_ 3 HPER-P 427 Pool Management, Maintenance & Const ♦
- \_\_\_ 1-3 HPER-P 445 Special Problems in Kinesiology
- \_\_\_ 3 HPER-R 160 Recreation and Leisure (if not used for humanities requirement)
- \_\_\_ 3 HPER-R 326 Customer Service and Media Relations
- \_\_\_ 3 HPER-R 352 Resort Management
- \_\_\_ 3 HPER-S 101 Introduction to Safety Science

### D. Afro-American Studies

- \_\_\_ 3 AAAD-A 264 History of Sport & Afro-American Experience
- \_\_\_ 3 AAAD-A 265 Sports & Afro-American Experience

### E. English

- \_\_\_ 3 ENG-L 210 Studies in Popular Literature & Mass Media
- \_\_\_ 3 ENG L 240 Literature and Public Life
- \_\_\_ 3 ENG-L 295 American Film Culture (topic varies)

### F. Journalism

- \_\_\_ 3 JOUR-J 110 Found. of Journalism and Mass Comm.
- \_\_\_ 3 JOUR-J 210 Visual Communication (JOUR AUTH)

### G. Psychology

- \_\_\_ 3 PSY- P 304 Social, Psychological, Individual, Differences
- \_\_\_ 3 PSY- P 323 Industrial/Organizational Psychology ♦
- \_\_\_ 3 PSY- P 327 Psychology of Motivation

### H. Sociology

- \_\_\_ 3 SOC-S 101 Social Problems & Policies (not Soc of Sport)
- \_\_\_ 3 SOC-S 315 Work and Occupations (P: 3 cr. of Soc)

### I. Telecommunications

- \_\_\_ 3 TEL-T 101 Media Life
- \_\_\_ 3 TEL-T 340 Electronic Media Advertising (P: T 207)
- \_\_\_ 3 TEL-T 343 Electronic Media Sales (P: T 207)
- \_\_\_ 3 TEL-T 347 Promotion and Marketing (P: T 207)
- \_\_\_ 3 TEL-T 348 Audience Analysis (P: T 205) ~
- \_\_\_ 3 TEL-T 445 Sports and Television (P:T 205)

## Free Electives (7 – 12 Credit Hours)

NOTE: ONLY FREE ELECTIVES MAY BE TAKEN PASS/FAIL

TOTAL REQUIRED CREDIT HOURS:

Kinesiology/Sport Market & Management Core	40-45
Required Business Core	24
General Education	39
Humanities (18)	
Life & Physical Science (9)	
Social & Behavioral Sciences (12)	
Sport Marketing & Management Electives	12
Free Electives	4-9

TOTAL 124

Visit the Kinesiology website at <http://www.indiana.edu/kines/> for application information. Students generally apply in the sophomore year and must have completed a minimum of 40 credit hours and five prerequisite courses.

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

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