

Department of Kinesiology Undergraduate Sport Marketing and Management Requirements for Admission

Students who have been admitted to Indiana University are eligible to be considered for admission to the Sport Marketing and Management Program in the School of Health, Physical Education, and Recreation by meeting the following requirements.

1. **Completion of a minimum of 40 credit hours of college course work that counts toward graduation.** This course work may be completed at Indiana University or at another accredited institution offering comparable course work. The applicant must be in good academic standing.

2. **Successful completion of the following five prerequisite courses:**
 - Business A201 or A202 (*P: A100*)
 - Business L201 (*P: Sophomore standing*)
 - Economics E201 or E202
 - HPER P211
 - Mathematics M118 or A118 or both D116-D117 or M119

For purposes of admission, the *average* of the grades earned in the prerequisite courses will be used to compute the GPA. For repeated courses, the *highest grade* will be used in the computation of the prerequisite average GPA.

3. **Submission of an application by the required deadline.** Undergraduates are admitted to the Sport Marketing and Management Program *twice* each year. The application deadlines for admission are December 1 (for spring admission) and May 1 (for summer/fall admission). Students will be notified of admission status no later than February 15 (spring) and June 1 (fall). Grades for all prerequisite course work must be on the student's university transcript by the end of the semester of application. Applications are available at the School of Health, Physical Education, and Recreation Records Office, Room 115.

4. **Participation in the Sport Marketing and Management Orientation Program.** After receiving an offer of admission, students are required to attend an orientation program at a time specified in the offer. Failure to attend this orientation program may cause the offer of admission to be withdrawn.

Applications are reviewed on an individual basis. Admission will be based upon the applicant's GPA (both prerequisite courses and cumulative GPA), but other factors will be considered such as trend in grades, experience in sport activities, sport related work or volunteer experience, and other relevant skills and experiences.

A maximum of 40 new students will be accepted into the Sport Marketing and Management Program each year. Admission is competitive. It is strongly recommended that students complete prerequisite courses in a timely manner allowing them to apply during their sophomore year.

