



SCHOOL OF HEALTH, PHYSICAL EDUCATION, AND RECREATION

INDIANA UNIVERSITY

Sport Communication — Print (KNSCPBS)

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

Department of Kinesiology

2.5 GPA required for admission. 2.0 GPA required for graduation.

Effective for students matriculating summer 2010

Students must complete all General Education requirements and all Major requirements. Any acceptable General Education course which is also required in the major may apply to (double-count in) both required areas. Courses common to the areas of World Cultures, Arts and Humanities, and Social and Historical Studies may also double count. However, credit for such courses counts only once toward the total required credits for a degree. See School of HPER Bulletin online at http://www.indiana.edu/~bulletin/iub/hper/2010-2012/index.shtml for links to GenEd course listings.

General Education (20 – 39 credits)

English Composition (0 to 3 credits, C- minimum required)

Complete one of the following options:

- 3 ENG W131 Elementary Composition
3 ENG W170 Projects in Reading and Writing
0 ENG W131 EX Elementary Composition Exemption

Mathematical Modeling (3 to 4 credits)

Complete one of the following options:

- 3 MATH-A 118 Finite Mathematics for the Soc and Behavior Sci
4 MATH-D 116 AND MATH-D 117 Intro to Finite Mathematics I-II
3 MATH-J 113 Introduction to Calculus with Applications
3 MATH-M 118 Finite Mathematics
3 MATH-M 119 Brief Survey of Calculus I
4 MATH-M 211 Calculus I
4 MATH-M 213 Accelerated Calculus
3 MATH-S 118 Honors Finite Mathematics

Natural and Mathematical Sciences (5 to 6 credits)

Complete 6 credits or one 5 credit course with a substantial laboratory component. Choices are on the approved list in the School of HPER Bulletin.

Blank lines for course selection

Arts and Humanities (6 credits)

Complete 6 credits on the approved list in the School of HPER Bulletin.

Blank lines for course selection

Social and Historical Studies (6 credits)

Complete 6 credits on the approved list in the School of HPER Bulletin.

Blank lines for course selection

World Languages and Cultures (0 to 14 credits)

Choose one of the following three options:

Complete 6 credits of world culture courses.

OR

Achieve competency in a single foreign language equal to successful completion of the four semester sequence in a world language.

OR

Complete a 6-credit International experience in an approved study abroad. A list of approved course choices may be found in the School of HPER Bulletin.

See the School of HPER online bulletin for requirement details and approved courses.

Blank lines for course selection

Major (82 – 83 credits)

Complete each of the following course requirements:

- 3 HPER-P 212 Introduction to Exercise Science
3 HPER-P 213 Introduction to Sport Communication
3 HPER-P 329 Issues in Sport Communication
3 HPER-P 333 Sport in America: Historical Perspectives
3 HPER-P 392 Sport in American Society\*\*
3 HPER-P 415 Sport Promotion and Public Relations

Complete one of the following courses:

- 3 HPER-R 411 Legal Issues in Sprt Settings (or P411)
or HPER-R 441 Legal Aspects of Recreation

Complete one of the following courses:

- 3 BUS-K 201 The Computer in Business
or CSCI-A 110 Intro to Computers and Computing N&M
or EDUC-W 200 Microcomputer in Education
or HPER-P 200 Microcomputer Application in Physical Educ
or HPER-R 237 Computer Applications in Park & Recreation

Complete 12 credits from:

- 3 HPER H 318 Drug Use in American Society
3 HPER-P 206 Recreational Sports Programming
3 HPER-P 211 Introduction to Sport Management
1 HPER-P 301 Job Search Strategies for Kines Students
3 HPER-P 318 Management of the Sport Enterprise
3 HPER-P 328 Issues in Intercollegiate Athletics
3 HPER P 405 Sport Psychology
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
3 HPER-P 438 Internship in Sport Communication
1-3 HPER-P 439 Practicum in Sport Studies
3 HPER-P 445 Special Topics in Kinesiology (approved topics)
1-3 HPER-P 492 Lab Assisting or Field Exp. In Kinesiology
3 HPER-R 354 Sport and Violence

Complete 3-4 credits from:

Any HPER-A 361-A 371 Coaching of OR Any HPER-E Classes

Blank lines for course selection

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Requirements continue on the next page.

**JOURNALISM (25 credits)**

To complete the Certificate in Journalism, all courses must be completed with a C- or higher grade (except for the journalism course used for admission—J 110, J 200 or J 210—which requires a full C grade). A min 2.0 overall GPA is required in all journalism courses.

**Complete each of the following course requirements:**

- \_\_\_ 3 JOUR-J 110 Found of Journalism & Mass Comm
- \_\_\_ 1 JOUR-J 155 Research Skills for Journalists
- \_\_\_ 3 JOUR-J 200 Reporting, Writing & Editing I (P: Eng. Comp.)
- \_\_\_ 3 JOUR-J 210 Visual Communication
- \_\_\_ 3 JOUR-J 300 Communications Law (P: sophomore standing)
- \_\_\_ 3 JOUR-J 410 Media as Social Institutions (P: J300 & senior stdg)

**Complete 9 credits from the following Journalism courses:**

Note: To complete the Certificate in Journalism, two courses must be taken from Advanced Skills Courses, which are indicated with a #. Check with the J-School for prerequisites for upper-level journalism courses. Most advanced skills courses (#) have these prerequisites: J 110, J 155, J 200, J 210).

- \_\_\_ 3 JOUR-J 201 Reporting, Writing, & Edit. II #
- \_\_\_ 3 JOUR-J 315 Feature Writing #
- \_\_\_ 3 JOUR-J 320 Principles of Creative Advertising (Soph)
- \_\_\_ 3 JOUR-J 321 Principles of Public Relations (Soph)
- \_\_\_ 3 JOUR-J 337 Media Economics
- \_\_\_ 3 JOUR-J 341 Newspaper Reporting \*#
- \_\_\_ 3 JOUR-J 342 Magazine Reporting #
- \_\_\_ 3 JOUR-J 343 Broadcast News #
- \_\_\_ 3 JOUR-J 344 Photojournalism Reporting\*#
- \_\_\_ 3 JOUR-J 349 Public Relations Wrt # (J 155, J 200, J 321)
- \_\_\_ 3 JOUR-J 351 Newspaper Editing # \*\*
- \_\_\_ 3 JOUR-J 352 Magazine Editing #
- \_\_\_ 3 JOUR-J 353 Advanced Broadcast News # (J 343)
- \_\_\_ 3 JOUR-J 354 Photojournalism Editing\*\* # (J 344 or instr. perm.)
- \_\_\_ 3 JOUR-J 360 Journalism Specialties (may repeat)
- \_\_\_ 3 JOUR-J 375 Race, Gender, and the Media\*\*
- \_\_\_ 3 JOUR-J 385 Television News # (J 353)
- \_\_\_ 3 JOUR-J 401 Depth Reporting & Editing #
- \_\_\_ 3 JOUR-J 407 Newsgathering and the Law (Junior/Senior)
- \_\_\_ 3 JOUR-J 409 Media Management (Junior/Senior)
- \_\_\_ 3 JOUR-J 413 Magazine Article Writing # (J 342)
- \_\_\_ 3 JOUR-J 414 Intrnatnl Newsgathering System (Junior/Senior)
- \_\_\_ 3 JOUR-J 415 Literary Journalism
- \_\_\_ 3 JOUR-J 420 Adverti Concepts & Copywriting # (J 210, J 320)
- \_\_\_ 3 JOUR-J 423 Public Opinion (Junior/Senior)
- \_\_\_ 3 JOUR-J 428 Pub Rel Planning & Research (P: J321, Jr/Sr)
- \_\_\_ 3 JOUR-J 429 Public Relations Campaigns # (P: J 321)
- \_\_\_ 3 JOUR-J 438 Advertising Issues & Resrch (J320; Junior/Senior)
- \_\_\_ 3 JOUR-J 444 Advanced Photojournalism # (J 344) \*
- \_\_\_ 3 JOUR-J 450 History of Journalism (Junior/Senior)
- \_\_\_ 3 JOUR-J 455 News Analysis & Opinion Writing #
- \_\_\_ 3 JOUR-J 460 Topics Colloquium (may repeat)
- \_\_\_ 3 JOUR-J 462 Histry of 20<sup>th</sup> Century Photgrphy\*\* (Junior/Senior)
- \_\_\_ 3 JOUR-J 463 Graphic Design I # (P: J 210)
- \_\_\_ 3 JOUR-J 464 Infographics # (J 463)
- \_\_\_ 3 JOUR-J 465 Graphic Design II\*\* (J463)
- \_\_\_ 3 JOUR-J 470 Broadcast Media Analysis (Junior/Senior)

**Additional Required Courses (18 credit hours)****Complete one of the following communication courses:**

- \_\_\_ 3 CMCL-C121 Public Speaking
- or CMCL-C122 Interpersonal Communication **S&H**

**Complete one of the following writing courses:**

- \_\_\_ 3 ENG-W231 Professional Writing Skills
- or ENG-W270 Argumentative Writing

**Complete 6 credits from the communication following:**

- \_\_\_ 3 BUS-X 204 Business Communications (P: W131 w/C min)
- \_\_\_ 3 CMCL Any Communication and Culture course **SOME A&H**
- \_\_\_ 3 ENG-G 205 Introduction to the English Language
- \_\_\_ 3 ENG-G 302 Structure of Modern English (P: G205)
- \_\_\_ 3 ENG-W 103 Introduction to Creative Writing
- \_\_\_ 1 ENG-W 202 English Grammar Review
- \_\_\_ 3 ENG-W 203 Creative Writing (P: W103)
- \_\_\_ 3 ENG-W 240 Community Service Writing\*
- \_\_\_ 3 ENG-W 280 Literary Editing & Publishing
- \_\_\_ 3 ENG-W 350 Advanced Expository Writing
- \_\_\_ 3 JOUR-J110 Foundations of Journalism & Mass Comm
- \_\_\_ 3 THTR-T 115 Oral Interpretation I

**Complete 3 credits in Arts and Humanities which were not used in general education requirements.**

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

**Complete 3 credits from Social and Historical Studies which were not used in general education requirements.**

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

**GENERAL EDUCATION**

20-39

**MAJOR**

82-83

**COMPLETE A MINIMUM OF 124 CREDITS FOR THIS DEGREE.**

Visit the Kinesiology website at [www.indiana.edu/~kines](http://www.indiana.edu/~kines)

\* Generally fall only

\*\* Generally spring only

**SCHOOL OF HEALTH, PHYSICAL EDUCATION, AND RECREATION  
DEPARTMENT OF KINESIOLOGY — SPORT COMMUNICATION – PRINT MAJOR**

The suggested plan below shows how you might sequence courses to allow for completion of the degree in a four-year period. There is usually some flexibility within this plan as long as free elective course credit hours are not exceeded. Free electives must be limited to 11-13 credit hours. Sport Communication – Print majors must also gain admission to the School of Journalism in order to complete the Certificate in Journalism. Students should meet with an advisor at least once each semester to plan their curriculum.

**Advising Plan**

<p>—Freshman year</p> <p>31 credit hours (or complete a total of 31 credit hours by the beginning of the third semester).</p>	<p>Complete courses listed in the right column. Students awarded special credit in foreign language or another area may alter the suggested plan. See an advisor.</p> <p>@ See TAB sheet or bulletin for options.</p> <p>* A grade of C- or higher is required to qualify for the Certificate in Journalism</p>	<p>Suggested sequencing:</p> <table border="0"> <tr> <td>HPER-P 212</td> <td>JOUR-J 110*</td> </tr> <tr> <td>ENG-W 131 or W 170*</td> <td>CMCL-C 121 or C122 S/H</td> </tr> <tr> <td>Arts/Humanity@</td> <td>Natural/Math@</td> </tr> <tr> <td>Mathematical Modeling*</td> <td>Computer Req.@</td> </tr> <tr> <td>Foreign Lang* or plcmnt@</td> <td>Social/Historical@</td> </tr> <tr> <td>or Kines Req. Elective</td> <td>HPER A/E (1-2 cr.)</td> </tr> <tr> <td>or HPER-P 213</td> <td></td> </tr> </table>	HPER-P 212	JOUR-J 110*	ENG-W 131 or W 170*	CMCL-C 121 or C122 S/H	Arts/Humanity@	Natural/Math@	Mathematical Modeling*	Computer Req.@	Foreign Lang* or plcmnt@	Social/Historical@	or Kines Req. Elective	HPER A/E (1-2 cr.)	or HPER-P 213	
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<p>—Sophomore year</p> <p>31 credit hours (or complete a total of 62 credit hours by the beginning of the fifth semester).</p> <p>To be admitted to the program, students must have an overall grade point average of 2.5 and must have completed 26 or more credit hours. No application is required.</p>	<p>Complete courses listed in the right column.</p> <p>Students should be admitted to HPER by mid-sophomore year and will see the program director, Professor Gwen Hamm for advisement. Must meet requirements for admission to the School of Journalism and complete the journalism application.</p> <p>@ See TAB sheet or bulletin for options. ~ Fall only            ^ Spring only</p>	<p>Suggested sequencing:</p> <table border="0"> <tr> <td>HPER-P 333</td> <td>JOUR-J 210</td> </tr> <tr> <td>ENG-W 231 or W 270</td> <td>Arts/Humanity@</td> </tr> <tr> <td>Free Elective (3 cr.)</td> <td>HPER-P 392^</td> </tr> <tr> <td>JOUR-J 200 / J 155</td> <td>Free Elective (3 cr.)</td> </tr> <tr> <td>HPER-P 213 or</td> <td>Natural/Math@</td> </tr> <tr> <td>Kines Req. Elective@</td> <td>HPER-A or E (1-2 cr.)</td> </tr> </table>	HPER-P 333	JOUR-J 210	ENG-W 231 or W 270	Arts/Humanity@	Free Elective (3 cr.)	HPER-P 392^	JOUR-J 200 / J 155	Free Elective (3 cr.)	HPER-P 213 or	Natural/Math@	Kines Req. Elective@	HPER-A or E (1-2 cr.)		
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<p>—Junior year</p> <p>31 credit hours (or complete a total of 93 credit hours by the beginning of the seventh semester).</p>	<p>Complete courses listed in the right column.</p> <p># Restricted to admitted sport marketing and management and sport communication majors.</p> <p>@ See TAB sheet or bulletin for options. ~ Fall only            ^ Spring only</p>	<p>Suggested sequencing:</p> <table border="0"> <tr> <td>HPER-P 329</td> <td>Written Expression@</td> </tr> <tr> <td>JOUR Req. Elective@</td> <td>Free Elective@</td> </tr> <tr> <td>Arts/Humanity@</td> <td>JOUR Req. Elective@</td> </tr> <tr> <td>Written Expression@</td> <td>Social/Historical@</td> </tr> <tr> <td>HPER-A or E (1-2 cr.)</td> <td>World Lang/Cult@</td> </tr> <tr> <td>Kinesiology Req. Elective@</td> <td></td> </tr> </table>	HPER-P 329	Written Expression@	JOUR Req. Elective@	Free Elective@	Arts/Humanity@	JOUR Req. Elective@	Written Expression@	Social/Historical@	HPER-A or E (1-2 cr.)	World Lang/Cult@	Kinesiology Req. Elective@			
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Kinesiology Req. Elective@																
<p>—Senior year</p> <p>31 credit hours (or complete a minimum of 124 credit hours).</p> <p>It is strongly recommended that students consider completing an internship (counts as 3 credit hours in the Kinesiology Required Elective category).</p> <p>Students may qualify to receive the Certificate in Journalism.</p>	<p>Complete courses listed in the right column.</p> <p># Restricted to admitted sport marketing and management and Sport Communication majors.</p> <p>@ See TAB sheet or bulletin for options. ~ Fall only            ^ Spring only</p>	<p>Suggested sequencing:</p> <table border="0"> <tr> <td>HPER-R 411# or R 441</td> <td>JOUR-J 410</td> </tr> <tr> <td>JOUR-J 300</td> <td>HPER P415#</td> </tr> <tr> <td>JOUR Req. Elective (3 cr.)@</td> <td>JOUR Req. Elec@</td> </tr> <tr> <td>World Lang/Cult@</td> <td>Kines. Req. Elec</td> </tr> <tr> <td>Free Elective (3-4 cr.)</td> <td>Social/Historical</td> </tr> </table> <p align="right"><b>Must have a total of 124 credit hours</b></p>	HPER-R 411# or R 441	JOUR-J 410	JOUR-J 300	HPER P415#	JOUR Req. Elective (3 cr.)@	JOUR Req. Elec@	World Lang/Cult@	Kines. Req. Elec	Free Elective (3-4 cr.)	Social/Historical				
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# Sport Communication - Print

## Description of Program

The Sport Communication Program reflects the widening opportunities that exist in this field. An increasing amount of sport related activity is occurring in television, radio, Internet, and print communication. The sport communication emphasis is an interdisciplinary program that provides a strong background in sport with either a broadcast or print specialization.

With the cooperation of the Department of Telecommunications and the School of Journalism, the Department of Kinesiology offers undergraduate programs in sport communication—broadcast and print, leading to the Bachelor of Science in Kinesiology degree. The sport communication-broadcast emphasis concentrates on courses in telecommunications media, such as television, radio, and other electronic communications technologies. Additionally, both specialization areas offer instruction in new media technology, such as blogging, podcasting, and on-line communications.

## Special Opportunities

Direct experience in the area of sport communication is an important component of this undergraduate major. Through practica, internships, and/or field experiences, students have the opportunity to work and train in a variety of sport and communication related fields. Examples of local, nearby internship opportunities include the Colts, Indiana Pacers and Fever, the Indianapolis Motor Speedway, the Natatorium, AAA baseball at Victory Field, the NCAA Headquarters, and four sport National Governing Bodies

Specialized advising is provided to assist students with degree planning that allows them to tailor their degree to meet long-term goals. Students are required to meet with an academic advisor at least twice a year.

Career resources are provided through the expertise of a career specialist to assist students in career planning, resume, and cover letter preparation, and skill development for the interview process. In addition the Career Center contains a variety of up-to-date and highly accessible resources designed to facilitate long-range decision making and future employment considerations.

## Careers

Students completing the Bachelor of Science in Kinesiology with a specialization in sport communication are prepared for entry-level positions in radio, television, athletic or sports information, sports journalism, public and/or community relations, and promotions. Students may also find employment with semiprofessional and professional sports teams in the area of media relations. Graduates are knowledgeable in a variety of sport communication applications and suited to diverse employment opportunities.