



**SCHOOL OF HEALTH, PHYSICAL  
EDUCATION, AND RECREATION**

INDIANA UNIVERSITY

# Sport Marketing & Management

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

(KNSMMBS)

Department of Kinesiology

Application required for admission. 2.0 GPA required for graduation.

Effective for students matriculating summer 2011

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.

## General Education (20 – 39 credits)

(General Education Bulletin at: [www.indiana.edu/~bulletin/iub](http://www.indiana.edu/~bulletin/iub))

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

**Complete one of the following options:**

- \_\_\_ 3 CMLT-C 110 Writing the World
- \_\_\_ 3 ENG-W 131 Elementary Composition
- \_\_\_ 3 ENG-W 170 Projects in Reading and Writing
- \_\_\_ 0 ENG-W 131 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
- \_\_\_ 3 MATH-V 118 Finite and Consumer Mathematics:
- \_\_\_ 3 MATH-V 118 Finite Math for Social and Biological Sciences

**Natural and Mathematical Sciences** (5 credits)

Complete 5 credits from the list of approved N&M courses in the IUB General Education Bulletin. At least one course must be a natural science (as indicated by an asterisk in the GENED bulletin).

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**Arts and Humanities** (6 credits)

Complete 6 credits from the list of approved A&H courses in the IUB General Education Bulletin.

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**Social and Historical Studies** (6 credits)

Complete 6 credits from the list of approved S&H courses in the IUB General Education Bulletin.

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**World Languages and Cultures** (0 to 14 credits)

**Choose one of the following three options:**

Complete 6 credits of world culture courses from the list of approved WC courses in the IUB General Education Bulletin.

**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 IUB General Education Bulletin.

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## Major (85 – 90 credits)

**Foundation courses:**

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

**Required professional courses:**

(Enrollment in courses 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

**Select one of the following experiences:**

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

**Select one of the following computer courses:**

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

**Required business courses:**

- \_\_\_ 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 **S&H** (P: soph 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 **S&H**
- \_\_\_ 3 ECON-E 202 Introduction to Macroeconomics **S&H**

\* Required for a business minor (A 2.0 cumulative bus minor GPA is required.)

**Select one of the following business courses:**

- \_\_\_ 3 BUS-F 260 Personal Finance
- \_\_\_ 3 BUS-X 100 Business Administration: Introduction **S&H**
- \_\_\_ 3 BUS-X 204 Business Communications (P: W131 w/C min)
- \_\_\_ 3 ECON-E 370 Stats for Bus (P: M118; C: E201 or E202 & M119)

**Select 6 credits from the following writing courses:**

- \_\_\_ 3 BUS-X 204 Business Communication – if not selected above  
(P: W 131 w/ C min)
- \_\_\_ 3 ENG-W 103 Introduction to Creative Writing **A&H**
- \_\_\_ 1 ENG-W 202 English Grammar Review

**Major requirements are continued on the next page.**

- \_\_\_ 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

**Required oral communication courses:**

- \_\_\_ 3 CMCL-C 121 Public Speaking **A&H**
- \_\_\_ 3 CMCL-C 122 Interpersonal Communication **S&H**

**Select 12 credits from the following Sport Marketing & Management electives:**

**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 Entrtnmnt & Sports (instructor permission required)
- \_\_\_ 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.

**HPER**

- \_\_\_ 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
- \_\_\_ 1-3 HPER-P 445 Special Problems in Kinesiology
- \_\_\_ 3 HPER-R 326 Customer Service and Media Relations
- \_\_\_ 3 HPER-R 354 Sport and Violence

**African American and African Diaspora Studies**

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

**English**

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

**Journalism**

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

**Psychology**

- \_\_\_ 3 PSY- P 304 Soc, Psy, Individual, Differences (P: P 101)
- \_\_\_ 3 PSY- P 323 Industrial/Organizational Psy (P: P 101 & P 102)
- \_\_\_ 3 PSY- P 327 Psy of Motivation (P: P 101 & P 102; R: P 211)

**Sociology**

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

**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)

**GENERAL EDUCATION**

20-39

**MAJOR**

85-90

**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



# Sport Marketing and Management

## Description of Program

The IU Sport Marketing and Management Program, which began in 1985, is recognized as one of the top programs of its kind in the United States. Students from across the country seek to gain admission to this competitive program. The major uses an interdisciplinary approach that includes foundation courses in both sport and business. In addition to completing a broad core of professional sport courses (in law, marketing, management, psychology, and finance), students complete a minimum of 24 credit hours of course work from the Kelley School of Business, completing the minor and/or the Business Foundations Certificate. Students gain strong preparation and skills in marketing, media relations, event planning/management, public relations, computers, and business organizational structures.

## Special Opportunities

Majors are required to complete a practicum or internship experience and most often complete several varied experiences prior to graduation. The Hoosier Sports Business Organization (HSBO) plays an active role in locating internships and employment opportunities for its members. The Kinesiology Career Services Office provides expert career advisement and services for students. Indiana provides many local opportunities for majors looking for internship study. Indianapolis is home to the Colts in Lucas Oil Stadium, the Pacers and Fever at Conseco Fieldhouse, motorsports at the Indianapolis Motor Speedway, swimming and diving at the Natatorium, the Indianapolis Indians at Victory Field, the NCAA Headquarters, as well as four sport National Governing Bodies.

## Careers

Employment opportunities are directed to the fields of professional sports, amateur sports, and intercollegiate sports, including facility operations, corporate sport marketing/public relations, media relations, and event marketing and management. In addition, students are prepared for careers in sports equipment sales and other positions that require good communication, marketing, and management skills. Many students seek immediate admission to graduate programs in law or sports administration.