



SCHOOL OF HEALTH, PHYSICAL  
EDUCATION, AND RECREATION  
INDIANA UNIVERSITY

**Athletic Administration / Sport Management**  
M.S. in Kinesiology degree (36 credit hours)  
3.0 GPA for required for graduation, C- required in each course  
Effective for students matriculating fall 2008  
Department of Kinesiology – HPER 112 – (812) 855-5523

**A. Foundation Courses:** Nine (9) hours foundations courses with approval of major advisor.

CODE	COURSE TITLE	SEMESTER	REQUIRED		FILE UPDATE	GRADE
			Yes	No		
K585	American Sport Through Film	Sum I	<input type="checkbox"/>	<input type="checkbox"/>		
K521	History of Sport in the United States	Fall	<input type="checkbox"/>	<input type="checkbox"/>		
K522	The Role of Sports in Society	Fall	<input type="checkbox"/>	<input type="checkbox"/>		
K525	Psychological Foundations of Exercise and Sport	Fall/Spring	<input type="checkbox"/>	<input type="checkbox"/>		
T590	Introduction to Research in HPER	Fall, Spring, Sum II	<input type="checkbox"/>	<input type="checkbox"/>		
T591	Interpretation of Data	Fall, Spring, Sum II	<input type="checkbox"/>	<input type="checkbox"/>		
T592	Statistical Techniques of Research	Spring	<input type="checkbox"/>	<input type="checkbox"/>		
T691	Multivariate Statistical Analysis	Spring	<input type="checkbox"/>	<input type="checkbox"/>		

Foundation courses will vary according to area specialization. Not all foundation courses are listed. Check with an advisor.

**Twenty-seven (27) hours Sport Management Emphasis.** Students are required to take at least one (1) course from each of the six Sections listed below. Students are required to specialize among administration, marketing, or communication with course work agreed upon by an advisor. Students must complete a minimum of 12 (12) hours in their designated specialization area. No course may be used to fill more than one requirement.

**Section 1: Administration**

CODE	COURSE TITLE	SEMESTER	REQUIRED		FILE UPDATE	GRADE
			Yes	No		
K500	Administration of Fitness Programs	Fall	<input type="checkbox"/>	<input type="checkbox"/>		
K584	Leadership and Sport Communication	Sum II	<input type="checkbox"/>	<input type="checkbox"/>		
K510	Administrative Theory of Competitive Sports Programs	Sum II	<input type="checkbox"/>	<input type="checkbox"/>		
K512	Issues in Commercial Sport	Sum I	<input type="checkbox"/>	<input type="checkbox"/>		
K513	Sport and Higher Education	Spring	<input type="checkbox"/>	<input type="checkbox"/>		
K518	Governance in Sport Management		<input type="checkbox"/>	<input type="checkbox"/>		
K560	Exercise in Corporate Fitness and Wellness		<input type="checkbox"/>	<input type="checkbox"/>		
R520	Organizational Leadership for Leisure Service		<input type="checkbox"/>	<input type="checkbox"/>		
R525	Administrative Theory and Management Practices in Leisure Services		<input type="checkbox"/>	<input type="checkbox"/>		
K570/R570	Recreational Sports Administration		<input type="checkbox"/>	<input type="checkbox"/>		
K581	Sales & Service Mgt. in Sport		<input type="checkbox"/>	<input type="checkbox"/>		
K583	Sport Public Relations		<input type="checkbox"/>	<input type="checkbox"/>		
K611	NCAA Compliance	Spring	<input type="checkbox"/>	<input type="checkbox"/>		

**Section 2: Law**

CODE	COURSE TITLE	SEMESTER	REQUIRED		FILE UPDATE	GRADE
			Yes	No		
K517	Contemporary Sports Law Issues					
K511	Legal Issues in the Sport Environment	Fall	<input type="checkbox"/>	<input type="checkbox"/>		
R544	Legal Aspects of Recreation Administration	Spring	<input type="checkbox"/>	<input type="checkbox"/>		
K611	NCAA Compliance	Spring	<input type="checkbox"/>	<input type="checkbox"/>		

**Section 3: Marketing**

CODE	COURSE TITLE	SEMESTER	REQUIRED		FILE UPDATE	GRADE
			Yes	No		
K500	Issues/Topics in Sport Marketing	Sum (alternate years)	<input type="checkbox"/>	<input type="checkbox"/>		
K514	Sport Marketing and Sponsorship	Fall	<input type="checkbox"/>	<input type="checkbox"/>		
K580	Sport Communication	Fall	<input type="checkbox"/>	<input type="checkbox"/>		
K581	Sales & Service Management in Sport	Sum II	<input type="checkbox"/>	<input type="checkbox"/>		
K583	Sport Public Relations	Sum II	<input type="checkbox"/>	<input type="checkbox"/>		
K614	Sport Sponsorship and Retention	Spring	<input type="checkbox"/>	<input type="checkbox"/>		

**Section 4: Strategy**

CODE	COURSE TITLE	SEMESTER	REQUIRED		FILE UPDATE	GRADE
			Yes	No		
K516	The Sport Industry	Sum I	<input type="checkbox"/>	<input type="checkbox"/>		
K584	Leadership and Sport Communication	Sum II	<input type="checkbox"/>	<input type="checkbox"/>		

**Section 5: Financial Analysis**

CODE	COURSE TITLE	SEMESTER	REQUIRED		FILE UPDATE	GRADE
			Yes	No		
K615	Financial Analysis in Sport	Fall	<input type="checkbox"/>	<input type="checkbox"/>		
T594	Finance and Budgeting	Spring	<input type="checkbox"/>	<input type="checkbox"/>		

**Section 6: Communication**

CODE	COURSE TITLE	SEMESTER	REQUIRED		FILE UPDATE	GRADE
			Yes	No		
K580	Sport Communication	Fall	<input type="checkbox"/>	<input type="checkbox"/>		
K581	Sales & Service Management in Sport	Sum II	<input type="checkbox"/>	<input type="checkbox"/>		
K582	Creative Sports Writing	Fall	<input type="checkbox"/>	<input type="checkbox"/>		
K583	Sport Public Relations	Sum II	<input type="checkbox"/>	<input type="checkbox"/>		
K584	Leadership in Sport Communication	Sum II	<input type="checkbox"/>	<input type="checkbox"/>		
K586	Understanding Sport Media	Spring	<input type="checkbox"/>	<input type="checkbox"/>		
K500	Seminar in Information Systems	Fall	<input type="checkbox"/>	<input type="checkbox"/>		

**B. Competency Requirements:** Students must meet the following competency requirements by showing coursework equivalents either prior to entering the program or during the initial semesters of graduate study. Competency requirements will vary according to specialization. Check with an advisor.

CODE	COURSE TITLE	SEMESTER	REQUIRED		FILE UPDATE	GRADE
			Yes	No		
P333	Sport in America: Historical Perspectives <b>OR</b>	Fall, Spring	<input type="checkbox"/>	<input type="checkbox"/>		
K521	History of Sport in the US	Fall	<input type="checkbox"/>	<input type="checkbox"/>		
P405	Introduction to Sport Psychology <b>OR</b>	Fall, Spring, Sum I	<input type="checkbox"/>	<input type="checkbox"/>		
K525	Psychological Foundations of Exercise and Sport <b>OR</b>	Fall	<input type="checkbox"/>	<input type="checkbox"/>		
K522	The Role of Sport in Society	Fall	<input type="checkbox"/>	<input type="checkbox"/>		
T591	Interpretation of Data	Fall, Spring, Sum II	<input type="checkbox"/>	<input type="checkbox"/>		

**Electives**

Elective courses allow the student to specialize. Electives must be chosen in consultation with the student's major advisor. Students have access to graduate courses within the School of HPER and outside the School. Many students elect HPER K605: Internships in Sports Management (maximum of 3 credits).

Student's University ID#: 000\_\_\_\_\_

Specialization area (circle one): Administration    Marketing    Communication

I agree to the proposed course listings as outlined above.

\_\_\_\_\_  
Student's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Advisor's Signature

\_\_\_\_\_  
Date