



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 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.

**SCHOOL OF HEALTH, PHYSICAL EDUCATION, AND RECREATION  
DEPARTMENT OF KINESIOLOGY — SPORT MARKETING AND MANAGEMENT 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 4-9 credit hours depending on the number of practicum/internship credit hours completed. Most students choose to complete a business minor. With careful planning, the SM&M major may be completed in four years with a business minor. Students should meet with an advisor at least once each semester to plan their curriculum. Use this plan in conjunction with the HPER TAB sheet.

**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>BUS A100 is a prerequisite for BUS A201 and A202 on the IUB and IUPUI campuses. Students who transfer both accounting courses from another school are not required to take A100.</p>	<p>Complete courses listed in the right column. Students awarded special credit in foreign language or another area may alter the suggested plan.</p> <p>◆ Admission prerequisite. * A minimum grade of C- is required. ~ Sociology option must be 200 level or higher. @ See TAB sheet or bulletin.</p>	<p>Suggested sequencing:</p> <table border="0"> <tr> <td>HPER-P 211◆</td> <td>HPER-P 212</td> </tr> <tr> <td>ENG-W 131 <i>or</i> W 170*</td> <td>CMCL-C 121</td> </tr> <tr> <td>PSY-P 101</td> <td>ECON-E 201◆</td> </tr> <tr> <td>Humanities@</td> <td>SOC-S 100 (<i>or</i> option)-</td> </tr> <tr> <td>MATH-M 118 <i>or</i> M 119◆</td> <td>Life/Phys Science@</td> </tr> <tr> <td>BUS-A 100 (1 cr.)</td> <td></td> </tr> </table>	HPER-P 211◆	HPER-P 212	ENG-W 131 <i>or</i> W 170*	CMCL-C 121	PSY-P 101	ECON-E 201◆	Humanities@	SOC-S 100 ( <i>or</i> option)-	MATH-M 118 <i>or</i> M 119◆	Life/Phys Science@	BUS-A 100 (1 cr.)	
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<p>—Sophomore year</p> <p>31-32 credit hours (or complete a total of 62-63 credit hours by the beginning of the fifth semester).</p> <p>The 'ideal' application time is mid-sophomore year. Some student may choose to apply May 1 at the end of the sophomore year. Students delaying application until the junior year may risk not completing the degree in eight semesters.</p>	<p>Complete courses listed in the right column. Apply for admission by December 1 of the sophomore year for spring admission. An additional application time is available at the end of the year (May 1 deadline, notification of admission by June 1)</p> <p>◆ Admission prerequisite (A201 or A202 and E201 or E202 may be used). ◆ Admission prerequisite. ■ BUS K201— full C grade for business minor. @ See TAB sheet or bulletin.</p> <p>~ Fall only      ^ Spring only</p>	<p>Suggested sequencing:</p> <table border="0"> <tr> <td>HPER-P 333</td> <td>Written Expression@</td> </tr> <tr> <td>BUS-A 201◆</td> <td>BUS-K 201 (<i>or</i> equiv.)■</td> </tr> <tr> <td>BUS-L 201◆</td> <td>HPER-P 392^</td> </tr> <tr> <td>CMCL-C 122</td> <td>BUS-A 202</td> </tr> <tr> <td>Social/Behavioral@</td> <td>Social/Behavioral@</td> </tr> <tr> <td></td> <td>Free Elective (1-2 cr.)</td> </tr> </table>	HPER-P 333	Written Expression@	BUS-A 201◆	BUS-K 201 ( <i>or</i> equiv.)■	BUS-L 201◆	HPER-P 392^	CMCL-C 122	BUS-A 202	Social/Behavioral@	Social/Behavioral@		Free Elective (1-2 cr.)
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	Free Elective (1-2 cr.)													
<p>—Junior year</p> <p>31 credit hours (or complete a total of 94 credit hours by the beginning of the seventh semester).</p> <p>Most majors complete one or more business minor.</p>	<p>Complete courses listed in the right column.</p> <p># Restricted to admitted sport marketing and management majors.</p> <p>@ See TAB sheet or bulletin.</p>	<p>Suggested sequencing:</p> <table border="0"> <tr> <td>SMM Elective@</td> <td>SM&amp;M Elective@</td> </tr> <tr> <td>HPER-P 318#</td> <td>HPER-P 418#</td> </tr> <tr> <td>HPER-P 328#</td> <td>BUS-Z 302 / J 306</td> </tr> <tr> <td>ECON-E 202</td> <td>Written Expression@</td> </tr> <tr> <td>BUS-M 300</td> <td>BUS Req. (Area B)@</td> </tr> <tr> <td>Free Elective (1-2 cr.)</td> <td></td> </tr> </table>	SMM Elective@	SM&M Elective@	HPER-P 318#	HPER-P 418#	HPER-P 328#	BUS-Z 302 / J 306	ECON-E 202	Written Expression@	BUS-M 300	BUS Req. (Area B)@	Free Elective (1-2 cr.)	
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<p>—Senior year</p> <p>30-31 credit hours (or complete a minimum of 124 credit hours).</p> <p>◆ Students may choose to complete the practicum or internship during the summer (junior or senior year). See your advisor for qualifications. Since completion of this requirement includes meeting with the internship coordinator following the experience, credit may be placed in the following fall semester.</p>	<p>Complete courses listed in the right column.</p> <p># Restricted to admitted sport marketing and management majors. @ See TAB sheet or bulletin. Most students complete remaining business minor requirements. + Business minors choose appropriate SM&amp;M electives. ◆ Complete 1-9 credit hours of practicum/internship credit. CGPA requirement and approval required.</p>	<p>Suggested sequencing:</p> <table border="0"> <tr> <td>HPER-P 405</td> <td>HPER-P 428#</td> </tr> <tr> <td>HPER-P 423#</td> <td>HPER-P 411#</td> </tr> <tr> <td>HPER-P 429</td> <td>SMM Elective+@</td> </tr> <tr> <td>SMM Elective+@</td> <td>Free Elective (3 cr.)</td> </tr> <tr> <td>Life/Phys. Science</td> <td>HPER-P 439/P 440◆</td> </tr> <tr> <td>HPER P 439 / P 449◆</td> <td></td> </tr> </table> <p align="center"><b>Must have a total of 124 credit hours</b></p>	HPER-P 405	HPER-P 428#	HPER-P 423#	HPER-P 411#	HPER-P 429	SMM Elective+@	SMM Elective+@	Free Elective (3 cr.)	Life/Phys. Science	HPER-P 439/P 440◆	HPER P 439 / P 449◆	
HPER-P 405	HPER-P 428#													
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