

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 August 2006

Major (73 – 78 Credit Hours)

KINESIOLOGY COURSES (37-42 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 of instructor.)

- ___ 3 HPER-P 318 Management of the Sport Enterprise
- ___ 3 HPER-P 328 Issues in Intercollegiate Athletics
- ___ 3 HPER-P 411 Legal Issues in Sport Settings (P: L201)
- ___ 3 HPER-P 418 Sport Marketing (P: M300)
- ___ 3 HPER-P 423 Financial Principles of Sport
- ___ 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 Comm (if not used in 'B' above)
(P: W 131 w/ C min)
- ___ 3 CMCL-C 223 Bus & Prof Communication
- ___ 3 ENG-W 103 Introduction to Creative Writing
- ___ 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 JOUR-J 110 Foundations of Journalism & Mass Comm
- ___ 3 JOUR-J 210 Visual Communication (JOUR AUTH required)
- ___ 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)

SOCIAL & BEHAVIORAL SCIENCES (12 Credit Hours):

- ___ 3 PSY- P 101 Introductory Psychology 1
- ___ 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 (see HPER Bulletin) Recommended:

- ___ 3 POLS-Y 200 Contemporary Political Topics
- ___ 3 PSY-P 102 Introductory Psychology 2 (P: P101)
- ___ 3 SOC-S 101 Social Programs & Policies (not Soc of Sport)
- ___ 3 SOC-S 210 The Economy Organization and Work
- ___ 3 SOC-S 215 Social Change
- ___ 3 SOC-S 230 Society and the Individual

SPORT MARKETING & MANAGEMENT ELECTIVES

Select 12 credit hours from courses on the reverse side.

SPORT MARKETING & MANAGEMENT ELECTIVES

Select 12 credit hours from courses listed below:

A. Business

If completing the business minor, two of the following three courses are required. These are in addition to business courses already required by sport marketing and management 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)

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 Entrtmnt & Sports (instructor perm)
- ___ 3 BUS-R 300 Principles of Real Estate (P: A201) ♦
- ___ 3 BUS-X 204** Business Comm (P: W131 with C min grade)
- ___ 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: Jr. standing)

C. HPER

- ___ 3-2 HPER H160 First Aid & Emergency Care *OR*
 - HPER-P 280 Principles of Athletic Trn & Emergency Care
- ___ 3 HPER-P 213 Introduction to Sport Communication
- ___ 3 HPER H263 Personal Health
- ___ 3 HPER H318 Drug Use in American Society
- ___ 3 HPER-P 213 Introduction to Sport Communication
- ___ 1 HPER-P 301 Job Search Strategies for Kines Students
- ___ 3 HPER-P 324 Recreation Sports Programming #
- ___ 3 HPER-P 334 Culture Diversity in American Sport
- ___ 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
- ___ 3 HPER-R 326 Customer Service and Media Relations
- ___ 3 HPER-R 352 Resort Management
- ___ 3 HPER-S 101 Introduction to Safety Science

Generally available: ~ Fall Only ♦ Spring Only
May change course number in Spring 2007

D. Afro-American Studies

- ___ 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 320 Social Psychology (P: P101 & P102 or P106 or P151 and P152)
- ___ 3 PSY- P 323 Industrial/Organizational Psychology ♦
- ___ 3 PSY- P 327 Psychology of Motivation (P: P 101 & P 102 or P 151 & P 152 or P 106; R: P 211)

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 Living in the Information Age
- ___ 3 TEL-T 340 Electronic Media Advertising (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	37-42
Required Business Core	24
General Education	39
Humanities (18)	
Life & Physical Science (9)	
Social & Behavioral Sciences (12)	
Sport Marketing & Management Electives	12
Free Electives	7-12
TOTAL	124

Visit the Kinesiology website at <http://www.indiana.edu/%7EKines/> for application information.

For information about this major and career options, visit: www.indiana.edu/~udiv/majors/majorinfo.cgi/47

**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 7-12 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 <i>option</i> must be 200 level or higher. @ See TAB sheet or bulletin.</p>	<p align="center">Suggested sequencing:</p> <table border="0"> <tr> <td>HPER P211◆ ENG W131 <i>or</i> W170* PSY P101 Humanities@ MATH M118 <i>or</i> M119◆ BUS A100 (1 cr.)</td> <td>HPER P212 CMCL C121 ECON E201◆ SOC S100 (<i>or option</i>)~ Life/Phys Science@</td> </tr> </table>	HPER P211◆ ENG W131 <i>or</i> W170* PSY P101 Humanities@ MATH M118 <i>or</i> M119◆ BUS A100 (1 cr.)	HPER P212 CMCL C121 ECON E201◆ SOC S100 (<i>or option</i>)~ Life/Phys Science@
HPER P211◆ ENG W131 <i>or</i> W170* PSY P101 Humanities@ MATH M118 <i>or</i> M119◆ BUS A100 (1 cr.)	HPER P212 CMCL C121 ECON E201◆ SOC S100 (<i>or option</i>)~ Life/Phys Science@			
<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 <i>or</i> 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 align="center">Suggested sequencing:</p> <table border="0"> <tr> <td>HPER P333 BUS A201◆ BUS L201◆ CMCL C122 Free Elective (3 cr.)</td> <td>Written Expression @ BUS K201 (or equiv.) ■ HPER P392^ BUS A202 ◆ Social/Behavioral@ Free Elective (1-2 cr.)</td> </tr> </table>	HPER P333 BUS A201◆ BUS L201◆ CMCL C122 Free Elective (3 cr.)	Written Expression @ BUS K201 (or equiv.) ■ HPER P392^ BUS A202 ◆ Social/Behavioral@ Free Elective (1-2 cr.)
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<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>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 align="center">Suggested sequencing:</p> <table border="0"> <tr> <td>SMM Elective@ HPER P318# HPER P328# ECON E202 BUS M300 Free Elective (1-2 cr.)</td> <td>SM&M Elective@ HPER P418# BUS Z302/J306 Written Expression @ BUS Req. (Area B) @</td> </tr> </table>	SMM Elective@ HPER P318# HPER P328# ECON E202 BUS M300 Free Elective (1-2 cr.)	SM&M Elective@ HPER P418# BUS Z302/J306 Written Expression @ BUS Req. (Area B) @
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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.</p>	<p>Complete courses listed in the right column.</p> <p># Restricted to admitted sport marketing and management majors. @ See TAB sheet or bulletin.</p> <p>+ Business minors choose appropriate SM&M electives. ◆ Complete 1-9 credit hours of practicum/internship credit. CGPA requirement and approval required.</p>	<p align="center">Suggested sequencing:</p> <table border="0"> <tr> <td>HPER P405 HPER P423# Social/Behavioral@ SMM Elective+@ Life/Phys. Science HPER P439/P449◆</td> <td>HPER P428# HPER P411# SMM Elective+@ Free Elective (3 cr.) HPER P439/P440◆</td> </tr> </table> <p align="right">~total 124</p>	HPER P405 HPER P423# Social/Behavioral@ SMM Elective+@ Life/Phys. Science HPER P439/P449◆	HPER P428# HPER P411# SMM Elective+@ Free Elective (3 cr.) HPER P439/P440◆
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