



SCHOOL OF HEALTH, PHYSICAL
EDUCATION, AND RECREATION
INDIANA UNIVERSITY

Sport Marketing & Management Minor
Department of Kinesiology (21 Cr.) (HPSPMMMIN)
Effective summer 2010
2.0 minimum cumulative minor GPA required. No Pass/Fail.

I. REQUIRED CORE COURSES (12 credit hours)

- ___ 3 BUS-A 200 Foundations of Accounting
 or BUS A 201 Intro to Financial Acct
 or BUS-A 202 Intro to Managerial Accounting
 or BUS-F 260 Personal Finance
- ___ 3 HPER-P 211 Introduction to Sport Management
- ___ 3 HPER-P 318 Management of the Sport Enterprise (P: P211)
- ___ 3 HPER-P 418 Sport Marketing (P: P211; BUS F260 or BUS A200 or BUS A201 or A202)

II. SPECIALIZED ELECTIVES

Select 9 credit hours from the following:

- ___ 3 HPER-P 328 Issues in Intercollegiate Athletics (P: P211)
- ___ 3 HPER-P 329 Issues in Sport Communication (P: P211)
- ___ 3 HPER-P 411 Legal Issues in Sport Settings (P: P211)
- ___ 3 HPER-P 415 Sport Promotion & Public Relations ✧
- ___ 3 HPER-P 423 Financial Principles of Sport (P: P211)
- ___ 3 HPER-P 426 Sport Sales (P: P211)
- ___ 3 HPER-P 428 Strategic Management in the Sport Industry (P: P211, P318)

✧ Spring only

III. RECOMMENDED (not required)

- ___ 1-3 HPER-P439 Practicum in Sport Studies (P: 2.3 CGPA)



It is the student's responsibility to check with their school/degree unit to determine whether this minor may be *officially* recorded on the transcript. The various schools/degree units on the Bloomington campus may limit the number of credit hours allowed outside their school that will count toward a degree. Students should check with an advisor in *their school* for information about minor rules. Some schools/degree units require a minimum grade of C- in *each* minor course in addition to the usual overall GPA of 2.0 in all minor course work.

HPER will provide a letter or certificate indicating completion of the minor to students whose school does not accept this minor (will not allow the minor to be officially listed on the student's transcript).

This section to be completed by a Department of Kinesiology advisor.

Student Name _____ **Student ID Number** _____

Advisor Approval _____ **Date** _____