**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

**General Education (20 – 39 credits)**  
(General Education Bulletin at: 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).

**Arts and Humanities** (6 credits)  
Complete 6 credits from the list of approved A&H courses in the IUB  
General Education Bulletin.

**Social and Historical Studies** (6 credits)  
Complete 6 credits from the list of approved S&H courses in the IUB  
General Education Bulletin.

**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  
- 3 HPER-P 329 Issues in Sport Communication  
- 3 HPER-P 411 Legal Issues in Sport Settings (P: L201)  
- 3 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)  
- 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)  
- 3 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.
May not be used to fulfill both this requirement and a Business Core Requirement.

Required courses:

Choose one course from:

Required oral communication courses:

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:

Students wishing the business entrepreneurship minor take both of the following courses instead of courses from above:

Students wishing the minor in marketing must take two additional courses:

Required:

Choose one course from:

Other business electives:

**May not be used to fulfill both this requirement and a Business Core Requirement.

African American and African Diaspora Studies

English

Psychology

Sociology

Telecommunications

GENERAL EDUCATION

Visit the Kinesiology website at www.indiana.edu/~kines

* Generally fall only  ** Generally spring only
**Sport Marketing and Management**

**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.

<table>
<thead>
<tr>
<th>Advising Plan</th>
<th>Suggested sequencing:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Freshman year</strong></td>
<td>Complete courses listed in the right column. Students awarded special credit in foreign language or another area may alter the suggested plan.</td>
</tr>
<tr>
<td>31 credit hours (or complete a total of 31 credit hours by the beginning of the third semester).</td>
<td>♦ Admission prerequisite.</td>
</tr>
<tr>
<td>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.</td>
<td>□ A minimum grade of C- is required.</td>
</tr>
<tr>
<td>@ See TAB sheet or bulletin.</td>
<td>@ See TAB sheet or bulletin.</td>
</tr>
<tr>
<td><strong>Sophomore year</strong></td>
<td>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)</td>
</tr>
<tr>
<td>31-32 credit hours (or complete a total of 62-63 credit hours by the beginning of the fifth semester).</td>
<td>♦ Admission prerequisite (A201 or A202 and E201 or E202 may be used).</td>
</tr>
<tr>
<td>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.</td>
<td>♦ BUS K201—full C grade for business minor.</td>
</tr>
<tr>
<td>@ See TAB sheet or bulletin.</td>
<td>@ See TAB sheet or bulletin.</td>
</tr>
<tr>
<td><strong>Junior year</strong></td>
<td>Complete courses listed in the right column.</td>
</tr>
<tr>
<td>31 credit hours (or complete a total of 94 credit hours by the beginning of the seventh semester).</td>
<td># Restricted to admitted sport marketing and management majors.</td>
</tr>
<tr>
<td>Most majors complete one or more business minor.</td>
<td>@ See TAB sheet or bulletin.</td>
</tr>
<tr>
<td><strong>Senior year</strong></td>
<td>Complete courses listed in the right column.</td>
</tr>
<tr>
<td>30-31 credit hours (or complete a minimum of 124 credit hours).</td>
<td># Restricted to admitted sport marketing and management majors.</td>
</tr>
<tr>
<td>% 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.</td>
<td>@ See TAB sheet or bulletin. Most students complete remaining business minor requirements.</td>
</tr>
<tr>
<td>% Complete 1-9 credit hours of practicum/internship credit. CGPA requirement and approval required.</td>
<td>+ Business minors choose appropriate SM&amp;M electives.</td>
</tr>
<tr>
<td><strong>Must have a total of 124 credit hours</strong></td>
<td></td>
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</tbody>
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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.