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:
___ 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.

Major (81 credits)

Required Core (36 credits)
Complete each of the following courses:
___ 3 SPH-C 213 Introduction to Sport Communication
___ 3 SPH-C 251 Sport and Electronic Media
___ 3 SPH-C 329 Issues in Sport Communication
___ 3 SPH-C 497 Internship in Sport Communication
___ 3 SPH-K 150 Introduction to Kinesiology & Public Health
___ 3 SPH-M 304 Sport Industry Studies^
___ 3 SPH-M 333 Sport in America: Historical Perspective
___ 3 SPH-M 382 (Formerly SPH-P 392) Sport in Amercn Society **
___ 3 SPH-M 411 Legal Issues in Sport Settings
___ 3 SPH-M 415 Sport Public Relations
___ 3 SPH-M 418 Sport Marketing (P: M300)
___ 3 SPH-M 426 Sport Sales (P: P318)

SCB Electives (9 credits)
Complete 9 credits from the following classes:
___ 3 SPH-K 405 Introduction to Sport Psychology
___ 3 SPH-M 304 Sport Industry Studies^  
___ 3 SPH-M 328 Issues in Intercollegiate Athletics
___ 3 SPH-M 404 Colloquium in Sport Management^  
___ 3 SPH-M 423 Financial Principles in Sport

^ P304 and P404 can be taken multiple times for credit with different class numbers.

Oral and Written Communication (6 credits)
Complete 6 credits from the following classes:
___ 3 ANTH-A 122 Intrpnsln Commnctn S&H (Formerly CMCL-C 122)
___ 3 BUS-C 104 Business Presentations
___ 3 BUS-C 204 Business Communication
___ 3 COLL-P 155 Public Oral Communication
___ 3 ENG-W 103 Intro to Creative Writing A&H
___ 3 ENG-W 203 Creative Writing
___ 3 ENG-W 270 Argumentative Writing
___ 3 ENG-W 280 Literary Editing & Publishing
___ 3 INFO-I 202 Social Informatics
___ 3 THTR-T 120 Acting I: Fundamentals of Acting

Journalism Core (15 credits)
Complete each of the following courses:
___ 3 MSCH-J 261 Studies in Jour or JOUR-J 110 Found of Jour
___ 3 MSCH-J 225 Reporting, Writing, & Editing I (Frmrlly JOUR-J 200)
___ 3 MSCH-J 226 Visual Communication (Formerly JOUR-J 210)
___ 3 MSCH-J 300 Communications Law (Formerly JOUR-J 300)
___ 3 MSCH-J 410 Media as Social Institutions (Formerly JOUR-J 410)

Requirements continued on next page.
Students completing the Bachelor of Science in Kinesiology with a specialization in sport communication are prepared for entry-level positions in radio, Internet, and print communication. The sport communication emphasis is an interdisciplinary program that provides a strong background in sport with either a broadcast or print specialization.

With the cooperation of the new IU Media School departments of Telecommunications and Journalism, the Department of Kinesiology offers undergraduate programs in sport communication—broadcast and print, leading to the Bachelor of Science in Kinesiology degree. The sport communication-broadcast emphasis concentrates on courses in telecommunications media, such as television, radio, and other electronic communications technologies. Additionally, both specialization areas offer instruction in new media technology, such as blogging, podcasting, and on-line communications.

Special Opportunities

Direct experience in the area of sport communication is an important component of this undergraduate major. Through practica, internships, and/or field experiences, students have the opportunity to work and train in a variety of sport and communication related fields. Examples of local, nearby internship opportunities include the Colts, Indiana Pacers and Fever, the Indianapolis Motor Speedway, the Natatorium, AAA baseball at Victory Field, the NCAA Headquarters, and four sport National Governing Bodies.

Specialized advising is provided to assist students with degree planning that allows them to tailor their degree to meet long-term goals. Students are required to meet with an academic advisor at least twice a year.

Career resources are provided through the expertise of a career specialist to assist students in career planning, resume, and cover letter preparation, and skill development for the interview process. In addition the Career Center contains a variety of up-to-date and highly accessible resources designed to facilitate long-range decision making and future employment considerations.

Careers

Students completing the Bachelor of Science in Kinesiology with a specialization in sport communication are prepared for entry-level positions in radio, Internet, and print communication.
television, athletic or sports information, sports journalism, public and/or community relations, and promotions. Students may also find employment with semiprofessional and professional sports teams in the area of media relations. Graduates are knowledgeable in a variety of sport communication applications and suited to diverse employment opportunities.

**Summer 2014**

**SCHOOL OF PUBLIC HEALTH-BLOOMINGTON**

**DEPARTMENT OF KINESIOLOGY — SPORT COMMUNICATION — PRINT**

The suggested plan below shows how you might sequence courses to allow for completion of the degree in a four-year period. Some flexibility within this plan exists as long as general elective course credit hours are not exceeded. Sport Communication – Print majors must also gain admission to the School of Journalism in order to complete the Certificate in Journalism. Students are required to meet with an advisor at least once each semester to plan their curriculum prior to registration for the next semester.

**Course Sequencing Guide**

<table>
<thead>
<tr>
<th>First year</th>
<th>30 credit hours (or complete a total of 30 credit hours by the beginning of the third semester)</th>
</tr>
</thead>
</table>
| Semester 1 | ENG-W 131 or W 170*  
MSCH-C 261 or JOUR-J 110  
SPH-C 213  
Arts & Humanities  
Mathematical Modeling |
| Semester 2 | COLL-P 155 or ANTH-A 122  
MSCH-C 225  
SPH-C 251  
SPH-K 150  
Kines. Req. Elective @  
Free Elective (1-2) |
| **Semester 3** | MSCH-C 225  
SPH-M 304/404  
SPH-M 333  
MSCH-C 213  
Arts & Humanities |
| **Semester 4** | MSCH-C 226  
SPH-M 382^  
Oral & Writ Comm @  
Natural/Math  
Social/Historical |
| **Second year** | 30 credit hours (or complete a total of 60 credit hours by the beginning of the fifth semester). |
| **Semester 5** | MSCH-J 300  
SPH-C 329  
SPH-M 411  
SPH-M 426  
Kines. Req. Elect @ |
| **Semester 6** | MSCH-J Journalism Elective  
SPH-M 418  
MSCH TEL-300-400 level @  
Natural/Math  
World Lang/Cult  
Free Elective (1-2) |
| **Third year** | 30 credit hours (or complete a total of 90 credit hours by the beginning of the seventh semester) |
| **Semester 7** | SPH-C 497  
SPH-M 415  
MSCH-J Journalism Elective @  
Social/Historical  
Free Elective (2-3) |
| **Semester 8** | MSCH-J 410  
MSCH-J/Writing Elect @  
Kines Req. Elect. @  
World Lang/Cult  
Free Elective (2-3) |
| **Fourth year** | 30 credit hours (or complete a minimum of 120 credit hours). |
| **Semester 9** | *A grade of C- or higher is required  
@ See TAB sheet or bulletin for options.  
# Restricted to admitted sport marketing and management and Sport Communication majors.  
~ Fall only courses  
^ Spring only courses* |