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.

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**Sport Marketing & Management**

B.S. in Kinesiology degree (120 credit hours) *(KYSMMBS)*

Department of Kinesiology

Application required for admission. 2.0 GPA required for graduation.

Effective for students matriculating summer 2014

Students must complete all General Education requirements and all Major requirements. Any acceptable General Education course which is also required in the major may apply to (double-count in) both required areas. Courses common to the areas of World Cultures, Arts and Humanities, and Social and Historical Studies may also double count. However, credit for such courses counts only once toward the total required credits for a degree.

**Major (78 credits)**

Complete each of the following courses (36 credits):

- 3 SPH-150 Introduction to Kinesiology & Public Health
- 3 SPH-M 211 * Introduction to Sport Management *
- 3 SPH-M 318 Managing the Sport Enterprise
- 3 SPH-M 333 Sport in America: Historical Perspective
- 3 SPH-M 382 ** (Formerly: HPER-P 392) Sport in Amer 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 423 Sport Finance (P: P318)
- 3 SPH-M 426 Sport Sales (P: P318)
- 3 SPH-M 428 Strategic Mgmt in the Sport Industry (P:318)
- 3 SPH-M 495 (Formerly: HPER-P 439) Practicum in Sport Studies or SPH-M 497 (Formerly: HPER-P 449) Internship in S M & M

Complete 12 credits from the following courses (12 cr.):

- 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 425 Sport Governance in the Global Marketplace

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

Complete 2 of the following Oral & Written Communication courses (6 cr.):

- 3 BUS-C 104 Business Presentations
- 3 BUS-C 204 Business Communication
- 3 ANTH-A 122 (Formerly: CMCL-C 122) Interpersonal Communctn
- 3 COLL-P 155 Public Oral Communication
- 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

Complete each of the following Business courses (12 cr.):

- 3 BUS-A201 * Intro to Financial Account (P: A100)
  - or BUS-A 202* Intro to Managerial Account (P: A100)
- 3 BUS-K 201 Computers in Business
- 3 BUS-L 201 * Legal Environment Bus S&H (P: soph standing)
- 3 ECON-E 201 * Introduction to Microeconomics S&H
  - or ECON-E 202 * Introduction to Macroeconomics S&H

Complete 12 credits from the following Business courses (12 cr.):

- 3 BUS-F 300 Introduction to Financial Management
- 3 BUS-G 300 Introduction to Managerial Economics
- 3 BUS-M 300 Intro to Marketing (P: BUS-A 200 or 201 or 202)
- 3 BUS-P 300 Introduction to Operation Management
- 3 BUS-Z 302 Mgmt & Behavior in Organizations
  - or BUS-J 306 Strategic Management in Leadership

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

Visit: http://www.publichealth.indiana.edu/program-areas/sport-marketing-management-undergrad/index.shtml

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.
The following guide shows how you might sequence courses to allow for completion of the degree in a four-year period. Some flexibility exists within this plan as long as free elective course credit hours are not exceeded. Free electives can be 1-15 credit hours depending on the number of practicum/internship credit hours completed. With careful planning, the SM&M major may be completed in four years with a business minor. Students in the School of Public Health are required meet with an academic advisor at least once each semester to plan their curriculum before registering for following semester. The Course Sequencing Guide is to be used in conjunction with the SPH TAB sheet.

### 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>
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</table>
| **Semester 1** | BUS-A 100 (1 cr.)  
ENG-W 131 or W 170  
SPH-K 150  
SPH-M 211  
Arts/Humanities  
Mathematical Modeling  
| **Semester 2** | ECON-E 201♦  
S&H Arts/Humanities  
Natural/Math  
Oral/Written Req@.  
Free Elective  
| **Semester 3** | BUS-A 201♦ or A202  
BUS-L 201♦  
SPH-M 333  
World Lang/Cult  
Free Elective  
| **Semester 4** | BUS-K 201 (or equiv.)◘  
SPH-M 382**  
Natural/Math  
Oral/WrittenReq @  
S&H or WLC  |

**Second year** 30 credit hours (or complete a total of 60 credit hours by the beginning of the fifth semester).

| **Semester 5** | BUS Req. (M300)@  
SPH-M 318#  
SPH-M 415  
Add'l SMM course @  
Free Elective  
| **Semester 6** | BUS req@  
SPH-M 418# (P:M 300)  
Add'l SMM course @  
S&H or WLC  
Free Elective  
| **Semester 7** | BUS req@  
SPH-M 423#  
SPH-M 426#  
SPH-M 495/497%  
Add'l SMM course@  
| **Semester 8** | BUS req@  
SPH-M 411#  
SPH-M 428#  
Add'l SMM course@  
SPH-M495/497% or  
Free Elective  
|**Fourth year** 30 credit hours (or complete a minimum of 120 credit hours). | Most students complete remaining business minor requirements.  
Other BUS minors could be added.  
**Must have a total of 120 credits** |

◘ A minimum grade of C- is required.  
@ See TAB sheet or bulletin.  
♦ Admission prerequisite  
◘ BUS K 201— full C grade or better for business minor.  
# Restricted to admitted sport marketing and management majors and minors.  
% Complete 3 credit hours of practicum/internship credit. CGPA requirement and approval required.  
* Fall only course  
** Spring only course