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.

**General Education (20 – 39 credits)**

(General Education Bulletin at: [www.indiana.edu/~bulletin/iub](http://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 (82 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 450 Topic: 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 HPER-P 392) Sport in American 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 BUS-C 104 Business Presentations
- 3 BUS-C 204 Business Communication
- 3 CMCL-C 121 Public Speaking A&H
- 3 CMCL-C 122 Interpersonal Communication S&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

**Telecommunications Core (12 credits)**

*Complete each of the following courses:*

- 3 TEL-T 101 Media Life S&H
- 3 TEL-T 205 Introduction to Media and Society S&H
- 3 TEL-T 206 Introduction to Design and Production
- 3 TEL-T 207 Introduction to Telecom Industry and Management

**Telecommunications Electives (9 credits)**

Choose nine additional Telecommunications credits, with at least six of the nine credits at the 300/400 level.
Sport Communication - Broadcast

Visit: [http://www.publichealth.indiana.edu/program-areas/sport-communication/index.shtml](http://www.publichealth.indiana.edu/program-areas/sport-communication/index.shtml)

Description of Program

The Sport Communication Program reflects the widening opportunities that exist in this field. An increasing amount of sport-related activity is occurring in television, 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 Department of Telecommunications and the School of 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.

The kinesiology curriculum provides the student with an understanding of the science of human movement and the interrelationships among the historical, sociological, and psychological elements of sport. Combining the kinesiology curriculum with the print or broadcast specialization provides for a more thorough background than is possible if the areas are studied separately.

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 will be prepared for entry-level positions in radio, 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 likely to be knowledgeable in a variety of sport communication applications and suited to diverse employment opportunities.
### Advising Plan

**Freshman year**
- 30 credit hours (or complete a total of 30 credit hours by the beginning of the third semester).
- Complete courses listed in the right column. Students awarded special credit in foreign language or another area may alter the suggested plan. See an advisor.
- Students must have an overall grade point average of 2.5 and must have completed 26 or more credit hours to be admitted to the program.
- @ See TAB sheet or bulletin for options.
- * A grade of C- or higher is required

**Suggested sequencing:**
- ENG-W 131 or W 170*
- SPH-C 213
- SPH-C 251
- Arts & Humanities @
- Mathematical Modeling
- CMCL-C 121 or C 122
- JOUR-J 110
- SPH-K 450 (kins & ph)
- TEL-T 101
- Kines. Req. Elective @
- Free Elective (1-2)

**Sophomore year**
- 30 credit hours (or complete a total of 60 credit hours by the beginning of the fifth semester).
- University Division declared majors will automatically enter the School of Public Health—Department of Kinesiology upon completion of 26 credit hours with a cumulative grade point average of 2.5 (usually the end of the freshman year).
- Complete courses listed in the right column. Students should be admitted to the SPH by mid-sophomore year and will see the program director, Professor Gwen Hamm, for advisement.
- @ See TAB sheet or bulletin for options.
- ~ Fall only ^ Spring only

**Suggested sequencing:**
- JOUR-J 200
- JOUR-J 155
- SPH-M 304/404
- SPH-J 210
- SPH-M 333
- TEL-T 206
- TEL-M 300-400 level @
- Natural/Math @
- Arts & Humanities @
- Oral & Writ Comm @
- Social/Historical @

**Junior year**
- 30 credit hours (or complete a total of 90 credit hours by the beginning of the seventh semester).
- Complete courses listed in the right column.
  - # Restricted to admitted sport marketing and management and sport communication majors.
  - @ See TAB sheet or bulletin for options.
  - ~ Fall only ^ Spring only

**Suggested sequencing:**
- SPH-C 329
- SPH-M 304/404
- SPH-J 322
- SPH-M 426
- TEL-T 207
- Kines. Req. Elect @
- SPH-M 382
- SPH-M 415 #
- TEL-300-400 level @
- Natural/Math @
- World Lang/Cult @
- Free Elective (1-2)

**Senior year**
- 30 credit hours (or complete a minimum of 120 credit hours).
- Students are strongly encouraged to complete an internship (SPH-C 438 counts as 3 credit hours in the Kinesiology Required Elective category).
- Complete courses listed in the right column.
  - # Restricted to admitted sport marketing and management and sport communication majors.
  - Students complete 24 credit hours of course work in telecommunications. Any additional telecom course work would count toward arts humanities requirements.
  - @ See TAB sheet or bulletin for options.

**Suggested sequencing:**
- SPH-C 497
- SPH-M 418
- TEL Req. 3-400 level @
- TEL Req. 3-400 level @
- Free Elective (2-3)
- SPH-M411# or R441
- Kines Req. Elect. @
- Social/Historical @
- World Lang/Cult
- Free Elective (2-3)

**Must have a total of 120 credit hours**