



SPORTS TOURISM DEVELOPMENT CERTIFICATE (IU)

The Sports Tourism Development Certificate offered in the Department of Tourism, Conventions and Event Management (TCEM) attracts students pursuing careers in sport commissions, sport organizations, destination marketing organizations, and other sport tourist leisure services. In addition to courses offered through TCEM, students can select from a number of related specialty courses from the School of Journalism (JOUR) and the Department of Kinesiology (HPER) to explore the many different aspects of sports tourism development.

The Sports Tourism Development Certificate may be pursued as a stand-alone degree or combined with an associate's or bachelor's degree*. This certificate is open to all IUPUI students, regardless of major. The Sports Tourism Development Certificate will be awarded upon completion of the courses listed below with a passing grade and a cumulative GPA of 2.0.

*If you are a current IUPUI student who wants to pursue the Sports Tourism Development Certificate, please complete the TCEM Admission Application at petm.iupui.edu/join_us. If you are not a current IUPUI student, please visit enroll.iupui.edu to find out how to apply to the Sports Tourism Development Certificate program.

Required Courses (10 credits):

TCEM-T 107: Tourism Planning and Development	(3 cr.)
TCEM-E 219: Management of Sports Events	(3 cr.)
TCEM-T 319: Sport Tourism Development	(3 cr.)
TCEM-C 387*: Industry Internship	(1 cr.)

*100 hours. Must attend pre-internship info meeting and submit/obtain TCEM approval of internship proposal before starting internship. Internship meeting dates will be emailed out via the TCEM listserv. To subscribe to the TCEM listserv, send a request to tcemdept@iupui.edu.

Elective Courses - Select 3 (9 credits)

TCEM-G 299: Special Topics in Tourism: Tourist Behavior OR	
TCEM-G 299: Special Topics in Tourism: Hosting a Sports Mega Event	(3 cr.)
HPER-P 333: Sport in America	(3 cr.)
JOUR-J 150: Introduction to Sport Journalism	(3 cr.)
HPER-P 392: Sport in American Society OR	
HPER-P 418: Sport Marketing OR	
TCEM-T 329: Tourism Sports Marketing	(3 cr.)
HPER-P 331: Planning and Operation of Sport Facilities	(3 cr.)

TOTAL: 19 credits

TCEM-T 107: Tourism Planning and Development
Introduces students to tourism attractions and destination management organizations (DMOs). Focus will include management, marketing, and product development of DMOs including convention and visitors bureaus (CVBs) and state tourism offices.

TCEM-E 219: Management of Sports Events
Surveys sport event planning on the amateur and professional levels. Discussions and studies entail site selection, logistics, personnel, marketing, economics, and legalities of hosting an event.

TCEM-G 299: Special Topics in Tourism – TOPIC: Tourist Behavior
Examines and assesses the motivations, expectations, social interactions of tourists in a variety of setting. Students will learn how to gather and access information regarding visitors.

TCEM-T 319: Sports Tourism Development
Examines the relationship between sport and tourism phenomena with regard to community and business growth. Paradigms of experience, historical development, globalization, mobility, sustainability, culture, identity, current practices in sport tourism marketing and operations are core components of this course.

TCEM-T 329: Tourism Sports Marketing
Analyzes the use of marketing principles in the context of sport tourism and events.

TCEM-C 387: TCEM Internship
Provides an immersive, hands-on learning experience in the tourism industry. This independent study course offers opportunities to prepare students for a career in the industry.

HPER-P 331: Planning and Operation of Sport Facilities
Introduction to the various methods of planning and operating sport facilities.

Course Number	Fall*	Spring*	Summer*
TCEM-T 107	✓○**	✓	
TCEM-E 219	✓	✓	✓○
TCEM-G 299		✓○	
TCEM-T 319		✓○	
TCEM-T 329	✓○	✓○	
TCEM-C 387	✓	✓	✓
HPER-P 331			✓
HPER-P 333	✓	✓	
HPER-R 392		✓○	
HPER-P 418	✓	✓	
JOUR-J 150	✓	✓	

HPER-P 333: Sport in America-Historical Perspectives
Study of the evolution of sport in the United States within the larger context of historical developments in society; women's sport experiences in relation to the development of sport; and examination of sport as a reflection of American culture from the founding of the colonies to the present.

HPER-P 392: Sport in American Society
An introduction to sport sociology, in which students critically examine American sport from a social context and analyze the interrelationship between sport and American culture. Lectures, discussions, videos, guest speakers, and investigative analysis.

HPER-P 418: Sport Marketing
Examination of the elements of the marketing mix as they pertain to the sport enterprise. Also includes the coverage of decision making and planning from the sport manager's perspective and the impact of corporate sponsorship on the delivery of sport.

JOUR-J 150: Introduction to Sport Journalism
This course will explore the state and practice of sports journalism, through case studies of some of this decade's most controversial sports stories. We will explore these issues through evaluating coverage, reading related texts and talking directly to prominent sports journalists, executives and athletes.

* Course offerings are subject to change. Check the registrar's course listing for updated course offerings and information.

** ○ indicates online option