

**IUPUI**TOURISM, CONVENTIONS, AND EVENT MANAGEMENT
School of Physical Education and Tourism Management**SPORT MARKETING MINOR**

(15 credit hours)

The Sport Marketing minor is open to all IUPUI students, regardless of major, except students pursuing the Sport Management degree. The sport marketing minor provides students with foundational understanding of sport marketing theory, and how sport marketing activities and strategies contribute to sport business success. Upon completion of the minor, students will be able to apply sport marketing theory to identify opportunities and solve problems faced by sport organizations in a variety of contexts.

An overall minimum GPA of a 2.0 for the minor is required.

Required Courses (12 credit hours)

| Course Title | Course | Credit Hours | Semester | Grade |
|---|------------------------------|--------------|----------|-------|
| Introduction to Sport Management | HPER-P211 | 3 | | |
| Management of Sport Events | TCEM-E219 | 3 | | |
| Selling in the Sports Industry or Management Principles in Sports | TCEM-S301 or TCEM-S332 | 3 | | |
| Sport Marketing | HPER-P 418* | 3 | | |

*Prerequisite: BUS-M300 or M200 or M301

Elective Courses (3 credit hours)

Choose one course from this list:

| Course Title | Course | Credit Hours | Semester | Grade |
|--|--|--------------|----------|-------|
| Legal Issues in Sport Settings | HPER-P 411* | 3 | | |
| Sport Promotions and Public Relations | HPER-P 415 | 3 | | |
| Introduction to Marketing or Introduction to Marketing Management or Marketing and Society: A Look at Roles and Responsibilities | BUS-M300** or BUS-M301 or BUS-M200 | | | |
| Hosting a Sports Mega-Event or South Korea Study Abroad | TCEM-G299 | 3 | | |
| Visual Design for the Web | HER-L210 | 3 | | |
| Recreational Sports Programming | HPER-P324 | 3 | | |
| Ethics in Sport | HPER-P402 | 3 | | |

*Prerequisite: Junior or Senior status

**BUS-A200 and K201 are pre-requisites for M300

HPER-P211: Introduction to Sport Management

An examination of the broad spectrum of career opportunities available in the sport management profession. Special emphasis on career planning, sport management terminology, and an overview of specific skills and courses required for professional preparation in sport management.

TCEM-E219: Management of Sport 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-S301: Selling in the Sports Industry

Application of the sales process to selling products, services, experiences, and sponsorship in the sport industry. Students typically complete a client-based experiential sales project.

TCEM-S332: Management Principles in Sports

This course examines how management functions impact crafting and executing strategy in the context of the sport enterprise. Students will apply strategic management principles to solving problems faced by firms in the sport and event industry.

HPER-P411: Legal Issues in Sport Settings

An introduction to legal principles involved in sport. Tort liability including intentional tort, negligence, and product liability will be explored. Constitutional law issues will be discussed, particularly as they relate to athletic eligibility, athletes rights, sex discrimination and drug testing. Finally, contracts in sport will be discussed.

HPER-P415: Sport Promotions and Public Relations

An introduction to the theories and techniques of sport promotions, public relations, and fund-raising.

BUS-M300: Introduction to Marketing

Examination of the market economy and marketing institutions in the U.S. Decision making and planning from the manager's point of view; impact of marketing actions from the consumer's point of view. No credit toward a degree in Business.

BUS-M301: Introduction to Marketing Management

Overview of marketing. Marketing planning and decision-making examined from the firm's and consumer's viewpoints; marketing concept and its company-wide implications; integration of marketing with other functions of the firm; international aspects. Only for Business majors.

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

BUS-M200: Marketing and Society: A Look at Roles and Responsibilities

The course will help students appreciate the relationship between marketing and the consumer culture. The course will aid the student in becoming a more aware and intelligent consumer. It will highlight the roles played by the different stakeholders such as the consumers, industries, and the government. The course will acquaint the student with basic marketing concepts, terminology and applications. The use of marketing in a variety of industries will be explored. This course will not count toward a Business degree or minor.

TCEM-G299: Hosting a Sports Mega-Event

This three-hour course will focus on the strategic management and marketing of major, amateur and professional sporting events. The key objective for this course is to prepare students with the knowledge needed for sports and events management careers and to teach key concepts related to hosting and planning major sporting events.

TCEM-G299: South Korea Study Abroad

This program consists of a short-term, 2-week study abroad experience in four South Korean cities, offered in collaboration with two Korean Universities (Keimyung University and Pusan National University). Faculty will instruct the sport and cultural study abroad program to explore international sport organizations and systems with introducing historical and memorable sport and tourism facilities where have experienced to host mega-sporting events, such as Summer and Winter Olympic Games, FIFA World Cup, Asian Games, and IAAF World Track & Field Championships.

HER-L210: Visual Design for the Web

Intended for non-Visual Communication Design majors, this introductory web design course looks at web design from the perspective of a visual designer. Topics covered will include: web page layout and conventions, web typography, user interface, and responsive visual design. The impact of visual design on usability, user experience, and basic front-end development will also be investigated.

HPER-P324: Recreational Sports Programming

Course provides an overview of the programmatic elements and techniques which currently exist in recreational sports. Specific topics include informal, intramural, club and extramural programming, value and benefits of recreational sports, programming techniques, publicity and promotion, facility utilization, equipment concerns, safety, liability and program observation.

HPER-P402: Ethics in Sport

A study of the nature of ethics in sport with an emphasis on current application of moral principles and values. The relationship of ethics to social issues in sport, including philosophical and historical perspectives, will be explored.