



INDIANA UNIVERSITY

SCHOOL OF PHYSICAL EDUCATION
AND TOURISM MANAGEMENT
Department of Kinesiology
IUPUI

SPORTS MARKETING MINOR

(18 credit hours)

The Sports Marketing minor is open to all IUPUI students, regardless of major, except students pursuing the Sports Management degree. The sport marketing minor provides students with foundational understanding of sports 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.

A grade of C or better in all courses and a minimum 2.0 overall GPA is required.

Required Courses (12 cr)

Course Title	Course	Credit Hours	Semester	Grade
Foundations of Accounting (Non-majors) or Introduction to Financial Accounting or Accounting and the Business Environment (Non-majors)	BUS-A 200 or BUS-A 201* or BUS-A 186	3		
Introduction to Marketing or Marketing: Integrated Experience Marketing and Society: A Look at Roles and Responsibilities	BUS-M 300** or BUS-M 371*** or BUS-M 200	3		
Introduction to Sport Management	HPER-P 211	3		
Sport Marketing	HPER-P 418****	3		

*Prerequisite: BUS-A 100

**BUS-A 200 and K 201 are pre-reqs for M 300

***BUS-M 371 is only for students admitted to the Kelley School of Business

****Prerequisite: BUS-M 200, BUS-M 300 or BUS- M 301

Elective Courses (6 cr)

Choose 2 courses 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		
Sales Management in Sports	HPER-P 426	3		
Informatics in Sports	INFO-I 475	3		
Exploring Entrepreneurship	BUS-W 212	3		
Management of Sports Events	TCEM 219	3		
Promotional Communications	TCEM 252 **	3		
Tourism and Hospitality Marketing	TCEM 231	3		
Business of Motorsports I	MSTE 31000***	3		
Motorsports Studies	MSPT-Z 100	3		
Issues in Sports Journalism	JOUR-J 361	3		
Introduction to Sports Journalism	JOUR-J 150	3		
Topics in Sociology: Sports and Society	SOC-R 295****	3		

*Prerequisite: Junior or Senior status

**Prerequisite: ENG-W 231, TCEM 252 will no longer be offered after spring 2014

***Prerequisite: MET 27200 or permission of instructor

****Prerequisite: SOC-R 100 or consent of instructor