

Sport Marketing and Management Minor (18 credit hours)

The Sport Marketing and Management Minor provides students with a foundational understanding of sport management 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 and management theory to identify opportunities and solve problems faced by sport organizations in a variety of contexts.

The minor is open to all current IU Kokomo students who have a minimum 2.0 cumulative GPA. It is also open to graduates and community members who have a B.A. or B.S. degree with a minimum 2.0 cumulative GPA. For successful completion of the minor, students must attain a C in each required course.

It is the student's responsibility to consult their school/unit to determine the suitability and practicality of the minor.

Minor Requirements (18 credit hours)

#	Course Code	Course Title	Semester	Grade
1	HPER-P 211	Introduction to Sport Management		
2	AHLT-S 491	Internship in Sport and Fitness		
3 & 4	HPER-P 328 HPER-P 411 HPER-P 415	Issues Intercollegiate Athletics Legal Issues in Sport Sport Promotions and Public Relations		
5 & 6	BUS-A 200 BUS-A 201 BUS-F 260 BUS-M 300	Foundations of Accounting Introduction to Financial Accounting Personal Finance Introduction to Marketing		

All courses are 3 credit hours