



Sports Marketing and Management minor

(18 credit Hours)

The Sports Marketing and Management minor provides students with a foundational understanding of sports management theory, and how sports marketing activities and strategies contribute to sports business success. The Cole Fitness Center and the IU Kokomo gymnasium has increased the number of students wanting educational opportunities and activities that are sport based. We believe this minor is an excellent complement to these students. Upon completion of the minor, students will be able to apply sports marketing and management theory to identify opportunities and solve problems faced by sport organizations in a variety of contexts. The Sports Marketing and Management minor is available to all IU Kokomo students, as well as graduates and community members with a B.A. or B.S. degree wanting to add this minor. Students must be in good academic standing. Students who decide to pursue this minor should visit their school's academic records office to have this minor officially added to their academic objective.

A Grade of C or better in all courses is required

Required courses (12 credits)

COURSE TITLE	COURSE	Credit Hours	Semester	Grade
Introduction to Sport Management	HPER P 211	3		
Issues in Intercollegiate Athletics	HPER P 328	3		
Sport PR and Promotions	HPER P 415	3		
Ethics in Sport	HPER P 402	3		

Elective Courses (6 credits): Choose additional 6 credits hours from the following:

COURSE TITLE	COURSE	Credit Hours	Semester	Grade
Internship in Sports and Fitness – (Strongly recommended)	AHLT S 491	3		
Introduction to Sport Psychology	HPER P 405	3		
Legal Issues in the Sport Settings	HPER P 411	3		
<ul style="list-style-type: none"> • BUS-A 200 Foundations of Accounting or • BUS-A 201 Introduction to Financial Accounting or • BUS-A 202 Introduction to Managerial Accounting or • BUS-F 260 Personal Finance or • BUS-M 300 Introduction to Marketing 		3		