

# Sport Related Majors

## Recent Majors

Students interested in sport have designed a variety of majors through the Individualized Major Program. Some of the recent titles include:

|                  |                            |
|------------------|----------------------------|
| Sport Promotion  | Youth, Sport, and Society  |
| Sport Operations | Elite Athletic Performance |
| Sport Analysis   | Sport and the Media        |

## Required Courses

Your individualized major plan of study will consist of at least 36 credits of 2000-level or higher courses, 18 of which must be from the college granting your degree, and must include the following:

### Research Methods Course

A research methods course will introduce you to how knowledge is produced and evaluated in a particular discipline. Choose one from an academic department that is integral to your major. Some examples include: COMM 3000Q, PSYC 2100WQ, HDFS 2004W or SOCI 3201.

### Capstone

UNIV 4600W Capstone Course, UNIV 4697W Senior Thesis, or an approved alternative.

### Writing Intensive Course

A writing intensive course that is relevant to the major theme. This will normally be designated “W” in the course catalog and is *in addition to* the capstone.

We strongly recommend that you include an **experiential learning** component, such as an *internship, research, or study abroad*, in your plan of study.

## Introductory Courses and Prerequisites

Depending on the focus of your sport-themed major, the following introductory courses may be relevant. Be sure to check the catalog for the specific prerequisites for the courses in your plan of study.

- COMM 1000 The Process of Communication
- COMM 1300 Mass Communication Systems
- ECON 1201 Principles of Microeconomics
- ECON 1202 Principles of Macroeconomics
- HIST 1250 Sports in History
- For BADM 3750: A C+ or better in each of the following courses: ACCT 2001; ECON 1200 or both 1201 and 1202; ENGL 1010 or 1011 or 2011; MATH 1070Q and 1071Q or MATH 1131Q and 1070Q/1132Q or MATH 1125Q, 1126Q, and 1132Q/1070Q; and STAT 1000Q or 1100Q.

## Frequently Included Courses

Please note that this is **not** a complete list; you may find other relevant courses in the catalog. Please check Student Admin and consult with your faculty advisors to be sure that the courses you would like to include in your major will be taught in the upcoming semesters.

### **BADM**

*Please see IMJR Guidelines on inclusion of Business courses*

2710 Principles of Managerial Accounting  
3452 Professional Selling  
3625 Integrated Marketing Communications in the Digital Age  
3661 Marketing and Digital Analytics  
3665 Digital Marketing  
3720 The Legal and Ethical Environment of Business  
3730 Financial Management  
3740 Managerial and Interpersonal Behavior  
3750 Introduction to Marketing Management  
3757 Strategic Brand Management

### **COMM**

2310W Media Literacy and Criticism  
2940 Fundamentals of Digital Production  
3000Q Research Methods in Communication  
3100 Persuasion  
3103 Motivation and Emotion  
3300 Effects of Mass Media  
3450 Gender and Communication  
3600 New Communication Technologies  
4220W Small Group Communication  
4130 Marketing Communication  
4230 Organizational Communication  
4320 Media and Diverse Audiences  
4460 Cross-Cultural Communication  
4800 Communication Processes in Advertising  
4820 Public Relations  
4940 Digital Video Production

### **ECON**

2447 Economics of Sports

### **JOUR**

2000W Newswriting I  
2001W Newswriting II

### **EDLR**

*Please see IMJR Guidelines on inclusion of EDLR courses in your plan of study.*

3310 Introduction to Sport Management  
3325 Sport Facility and Event Management  
3335 Sport Law  
3340 Introduction to Sport Marketing  
3547 Intro to Sport Based Youth Development

### **HDFS**

3042 Baseball and Society (cross-listed with AFRA, WGSS, and LLAS)  
*Courses on child and adolescent development, adulthood, disabilities, aging, and gender may also be relevant.*

### **KINS**

3205 Health Fitness Assessment  
3320 Exercise Psychology  
3522 Biomechanics of Injury and Sport  
4500 Exercise Physiology I  
4510/W Exercise Physiology II

### **NUSC**

2200 Nutrition and Human Development  
4250 Nutrition for Exercise and Sport

### **PSYC**

2100WQ Principles of Research in Psychology  
2400 Developmental Psychology  
2600 Industrial/Organizational Psychology  
2700 Social Psychology  
3103 Motivation and Emotion  
3600 Social-Organizational Psychology

### **SOCI**

2101 Sports and Society  
*Courses on class, gender, and ethnicity may also be relevant.*