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:

- Exercise Physiology and Health
- Sport and the Media
- Youth, Sport, and Society
- Elite Athletic Performance
- Sport Operations
- Sport Promotion

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
- HIST 1250 Sports in History
- BADM 3750 Intro to Marketing Management has many prerequisites. You must achieve a C+ or better in each of the following: 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. Occasionally there are Special Topics courses in ANTH and AMST focused on sport, for example. 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. Please also check the IMJR guidelines for inclusion of Business (BADM) and Sport Management (EDLR) courses.

**AH**
- 3101 Health and Wellness for Life
- 3234 Fitness for Health

**BADM**
- 3452 Professional Selling
- 3625 Integrated Marketing Communications in the Digital Age
- 3661 Marketing and Digital Analytics
- 3665 Digital Marketing
- 3720 Legal and Ethical Environment of Business
- 3730 Financial Management
- 3740 Managerial and Interpersonal Behavior
- 3750 Introduction to Marketing 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
- 4130 Marketing Communication
- 4220W Small Group Communication
- 4230 Organizational Communication
- 4320 Media and Diverse Audiences
- 4800 Communication Processes in Advertising
- 4820 Public Relations
- 4940 Narrative Digital Video Production

**EDLR**
- 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

**ECON**
- 2447 Economics of Sports

**HDFS**
- 2004W Research Methods in HDFS
- 2100 Human Development: Infancy through Adolescence
- 3103 Adolescent Development

**KINS**
- 3320 Exercise Psychology
- 3522 Biomechanics of Injury and Sport
- 4500 Exercise Physiology I
- 4510/W Exercise Physiology II

**NUSC**
- 2200 Nutrition and Human Development
- 3230 Community Nutrition
- 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
- 3201 Methods of Social Research
- 3501 Ethnicity and Race
- 3601 Sociology of Gender