

SPORTS MEDIA / BACHELOR OF ARTS

Total Credit Hours: 120

Major Credit Hours: 48

The Sports Media program is an evolving program, with multiple options for interdisciplinary electives, that will prepare students to be successful in the current and developing sports media landscape. This program pairs traditional journalism knowledge and skills such as: writing, editing and interviewing with media production skills like: photo, video, audio and editing; digital storytelling, color commentary and content creation. This major prepares students for a technologically-centered sports media industry focusing on creating content in preparation for live streaming sporting events, editing content for replay and social media platforms.

Sports Media majors will have the opportunity to work in a very hands-on, experiential capacity with our successful NCAA athletics programs. This new major will provide our students with the skills and knowledge needed to prosper in the fields of sports broadcasting, sports editing, and production. Sports Media majors will be required to take Mass Media Ethics as part of their liberal arts core.

Requirements

Degree Requirements

Code	Title	Hours
Liberal Arts Core		
COMM 10000	Introduction to Mass Media	3
COMM 45600	Mass Media Research Methods	3
COMM 48000	Mass Media Ethics	3
Communication Skills Core		
COMM 19500	Digital Media Writing	3
COMM 20600	Social Media and Online Audiences	3
COMM 26000	Business and Professional Communication	3
Advanced Writing Requirement		
The advanced writing requirement of the General Education curriculum is satisfied by successful completion of the following course:		
COMM 42000	Advanced Digital Media Writing	3
Required Courses		
COMM 22000	Introduction to Television	3
COMM 12100	Sports Media 1	3
COMM 22100	Sports Media 2	3
COMM 32200	Sports Communication	3
COMM 32100	Sports Media 3	3
COMM 49800	Internship	3

COMM 33400	Media Sales and Promotions or SPMT 28100 Sport Promotions and Sales	3
Electives		6
ARTS 23300	Motion Graphics	
AVTR 22500	Introduction to Unmanned Systems	
COMM 11900	Audio 1	
COMM 18000	Visual Storytelling	
COMM 21600	Small Group Communication	
COMM 23000	Digital Filmmaking	
COMM 32600	Sports Broadcasting	
COMM 35300	Field Production	
COMM 35700	Postproduction	
SPMT 20200	Introduction to Sport Management	
Total Hours		48