

BACHELOR OF ARTS IN SPORTS COMMUNICATION

2021-2022 Degree Requirements

Name: _____

ID Number: _____

TOTAL CREDITS FOR DEGREE: 122

UNIVERSITY CORE CURRICULUM: 42 credits

Required Fundamental Courses:

COMM 101	Oral Comm. & Pres.	3 credits
ENGL 101	College Composition	3 credits
UNIV 101	City-University Life	3 credits
Senior Capstone	SPTS 490	3 credits

Choose Thematic Core courses in the following:

Explore the World - Choice 1	3 credits
Explore the World - Choice 2	3 credits
Investigate Science	3 credits
Investigate Mathematics	3 credits
Interpret Creative Works	3 credits
Understand People - Choice 1	3 credits
Understand People - Choice 2	3 credits
Succeed in Business	3 credits
Appreciate & Apply the Arts	3 credits
Discover Technology	GRID 103 3 credits (Graphic Design I)

COMM CORE: 29 cr.

BPMM 215 Video Storytelling (3)
COMM 105 Media & Society (3)
COMM 110 Media Literacy (3)
COMM 115 Media Storytelling(3)
COMM 120 Visual Storytelling (3)
COMM 300 Career Prep Sem (1)
COMM 311 Practicum (1)
COMM 412 Media Ethics (3)
COMM 418 Comm Law and Regulation (3)
COMM 420 Diversity and Communication (3)
PHOT 205 Intro to Digital Photography (3)

MAJOR REQUIREMENTS: 18 cr.

PRAD 306 Social Media Practices (3)
SAEM 303 Ad/PR & Social Media (3)
SPTS 300 Sports Broadcasting (3)
SPTS 305 Sports PR and Advertising (3)
SPTS 320 Sports Podcasting (3)
SPTS 325 Sports Photography and Video (3)

MAJOR ELECTIVES: 9 cr.

*only 6 hrs. total from 313,380, and 413 can count toward Major Electives

BPMM 223 Radio Production (3)
BPMM 303 Motion Graphics (3)
COMM 313 Internship I (3)
COMM 380 CoOP Education (6)
COMM 390 International Media (3)
COMM 413 Internship II (3)
JOUR 317 On Camera Performance (3)
JOUR 324 Broadcast Annoucing (3)
MULT 220 Writing for Multim/Web (3)
MULT 280 Intro to Multimedia (3)
MULT 365 Web Publishing I (3)
PRAD 348 Sports Media Mgmt (3)
PRAD 416 Event Planning (3)
PRAD 463 Social Media Analytics(3)
SPTS 295,395,495 Special Topics (3)

GENERAL ELECTIVES: 24 cr.

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PROGRAM OBJECTIVES

Upon successful completion of this program, a student will be able to:

1. Demonstrate skills in research, writing, editing, video production, and photography in the creation of sports communication materials.
2. Demonstrate principles of media design, aesthetics and composition.
3. Apply ethical and legal principles to sports communication materials and practices.
4. Customize sports communication materials for a variety of audiences and messages.
5. Critically analyze the quality and effectiveness of sports communication materials and practices.
6. Employ professional-level sports communication skills to create content to meet client needs