

# BACHELOR OF ARTS in SPORTS COMMUNICATION

## 2025-2026 Degree Requirements

Name \_\_\_\_\_ ID# \_\_\_\_\_

**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: **COMM 490** 3 credits \_\_\_\_\_

(Media  
Entrepreneurship)

#### **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 3 credits \_\_\_\_\_

### COMM BA CORE: 29 cr.

COMM 105 Media & Society (3)  
COMM 110 Media Literacy (3)  
COMM 115 Media Storytelling (3)  
COMM 120 Visual Storytelling (3)  
COMM 215 Video Storytelling (3)  
COMM 300 Career Preparation Seminar (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 Digital Photography (3)

### MAJOR REQUIREMENTS: 18 cr.

PRAD 306 Social Media Practices (3)  
SPTS 202 Intro to Sports Communication (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.

BPMM 223 Radio Production (3)  
BPMM 303 Motion Graphics (3)  
COMM 313 Internship I (3)\*  
COMM 380 Cooperative Education (6)\*  
COMM 390 International Media (3)  
COMM 413 Internship II (3)\*  
JOUR 317 On Camera Performance (3)  
JOUR 324 Broadcast Announcing (3)  
MULT 220 Writing for Multimedia (3)  
MULT 280 Intro to Multimedia (3)  
MULT 365 Web Publishing (3)  
PRAD 348 Sports Media and Marketing (3)  
PRAD 416 Event Planning (3)  
PRAD 463 Social Media Analytics & SEO (3)  
SPTS 295, 395, 495 Special Topics (3)  
**\*Only 6 hours total from 313, 380, and 413 can  
count towards major electives**

### 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 an understanding of principles of media design, aesthetics and composition.
3. Apply ethical and legal principles to sports communication materials and practices.
4. Demonstrate the ability to 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.