

BACHELOR OF ARTS in SPORTS COMMUNICATION (MA PRAD 4+1)

2023-2024 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 Media Entrepreneurship)		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	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)
SAEM 303 Advertising, Public Relations & Social Media (3)
SPTS 300 Sports Broadcasting (3)
SPTS 305 Sports PR and Advertising (3)
COMM 321 Podcasting (3)
SPTS 325 Sports Photography and Video (3)

MAJOR ELECTIVES: 9

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
toward major electives**

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GENERAL ELECTIVES: 12

_____	_____
_____	_____
_____	_____
_____	_____

MA PRAD COURSES

_____	3 _____
_____	3 _____
_____	3 _____
_____	3 _____

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.