

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

2024-2025 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 _____

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 _____

(Media
Entrepreneurship)

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, 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.

BPMM 223 Radio Production (3)
BPMM 303 Motion Graphics (3)
COMM 313 Internship I (3)
COMM 380 Cooperative Education
COMM 390 International Media (3)
COMM 413 Internship II (3)
JOUR 317 On Camera Performance
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
PRAD 416 Event Planning (3)
PRAD 463 Social Media Analytics &
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 cr.

_____	_____
_____	_____
_____	_____
_____	_____

MA PRAD COURSES: 12 cr.

_____	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.