SPORT COMMUNICATION MINOR

Program Description

3660: Sports Writing — deliver the program's core concepts and skills in understanding the unique principles of sport communication and applying them across a wide variety of sport contexts and platforms. Students then choose 9 credits of electives to extend the core toward their interests. Of the electives, students may only take 3 credits outside of the School of Journalism and New Media.

Options let students build depth in areas such as sport promotion, sport writing and reporting, sport video production, social media and sport communication, global sports, and sports in society. Because elective paths
vary, the program's promises rest on the required courses, while electives
broaden or deepen the profile each student builds.

Core outcomes from this program include understanding and applying the unique
principles of sport communication across contexts and creating and managing
sport content. This minor is different from sport management because it focuses
on strategic communication and the creation of media in sports, while the sport
management program emphasizes a wide range of management skills ranging from legal issues to facility planning and finance.

Program Outline

Code	Title	Hours
Required Courses		6
SJNM 3620	Strategic Sport Communication	
SJNM 3660	Sports Writing	
Choose 3 of the following, 6 credits must be in SJNM		9
SJNM 3820	Global Sports Media	
SJNM 3650	Sports Media and Reporting	
SJNM 3720	Sports Announcing	
SJNM 3740	Sports Photography	
SJNM 5340	Collegiate Sports Promotion	
SJNM 5360	Foundations of Sports	
SJNM 5370	Sports Promotion	
SPTM 2110	Sport Marketing	
or SPRA 311	Sport Marketing	
SPTM 2700	The Business of Sport	
or SPRA 2700	The Business of Sport	
EXSC 3190	Sport and Society	
ECON 4180	Sports Economics	
AAST 4400	History of African Americans in Sports	
Total Hours		**15**

Program Outline (15 total credits):
Required Courses (6 credits):

SJNM 3620: Strategic Sport Communication (to be approved)
SJNM 3660: Sports Writing

Choose three of the following; 6 credits must be in SJNM (9 credits)

*=Approved by external unit

SJNM 3820: Global Sport Media

SJNM 3650: Sports Media and Reporting

SJNM 3720: Sports Announcing

SJNM 3740: Sports Photography

SJNM 5340: Collegiate Sports Promotion

SJNM 5360: Foundations of Sports

SJNM 5370: Sports Promotion

SPTM 2110/SPRA 3110: Sport Marketing*

SPTM 2700/SPRA 2700: The Business of Sport*

EXSC 3190: Sport and Society*

ECON 4180: Sports Economics*

AAST 4400: History of African Americans in Sports*