

B.A. in Sports Communication and Media (39 s.h.)

Notes:

-Prerequisites are in parentheses.

-Senior Seminar in Sports Communication and Media fulfills Writing Intensive (WI) requirement.

CORE REQUIREMENTS (21 s.h.)

- _____ CMS 04223 Introduction to Sports Communication (CCII)
- _____ JRN 02205 Journalism Principles and Practices (CCI)
- _____ JRN 02210 Journalistic Writing (CCI)
- _____ PR 05350 Strategic Communication Overview (CCII)
- _____ RTF 03275 Applied Media Aesthetics: Sight/Sound/Story (CCI)
- _____ SPRT 09301 SPRT 09302 OR 09303 Internship in Sports Comm and Media I, II or III (75 s.h. and GPA 2.5)
- _____ SPRT 09401 Senior Seminar in Sports Communication and Media (Intro to Sports Comm and 90 s.h.) - WI

CONCENTRATION (12 s.h.)

Students will take all 12 credits in one of the following concentrations: Communication Studies and Sports, Sports Journalism, Sports Public Relations/Advertising, or RTF Sports Production.

Communication Studies and Sports

- _____ CMS 04395 Rhetoric of Sport (CCII)
- _____ CMS 04323 Images of Athletes in Popular Culture (CCII)
- _____ CMS 04319 Organizational Communication in Sport (CCII)
- _____ CMS 04333 Special Topics in Sports Communication (CCII)

Sports Journalism

- _____ JRN 02310 News Reporting I (Journalism Principles & Practices)
- _____ JRN 02321 Digital Journalism I (Journalism Principles & Practices)
- _____ JRN 02361 Sports Journalism I (45 s.h.)
- _____ JRN 02362 Sports Journalism II (Sports Journalism I)

Sports Public Relations & Advertising

- _____ PR 06306 Social Media & Sports Communication (Strat Comm Overview OR Intro to PR & Intro to Ad)
- _____ PR 06307 Sports & Entertainment Event Planning (Strat Comm Overview OR Intro to PR & Intro to Ad)
- _____ PR 06308 Reputation Management & Crisis in Sports (Strat Comm Overview OR Intro to PR & Intro to Ad)
- _____ PR 06309 Sports Branding & Fan Relations (Strat Comm Overview OR Intro to PR & Intro to Ad)

RTF Sports Production

- _____ RTF 03345 Live Event TV & Video Production (Television Production or permission)
- _____ RTF 01402 Special Topics in Sports Production
- _____ RTF 03396/JRN 02326 Sports Broadcasting I (Journalistic Writing)
- _____ RTF 03397/JRN 02327 Sports Broadcasting II (Sports Broadcasting I)

RELATED ELECTIVES (6 s.h.)

Students will also take two (2) courses from within or across any of the other concentrations.

- | Course Number | Name of Course |
|---------------|----------------|
| 1. _____ | _____ |
| 2. _____ | _____ |

FREE ELECTIVES (39 s.h.)

Students can use free electives to build an area of expertise or to earn a double Major, Minor, or Certificate(s) of Undergraduate Study. See recommended courses below.

<i>Course Number</i>	<i>Name of Course</i>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____

RECOMMENDED COURSES FOR FREE ELECTIVES

The following courses are recommended for the B.A. in Sports Communication and Media:

- CMS 04210 Mass Media and Their Influences (CCII)
- CMS 04220 Interpersonal Communication
- CMS 04318 Leadership Communication
- CMS 04310 Images of Gender in Popular Culture (CCII)
- CMS 04380 Health Communication (CCII)
- CMS 04390 Rhetorical Criticism (CCII)
- CMS 04315 Participatory Media
- CMS 04385 Constructing Health
- JRN 02314 Photojournalism (45 s.h.)
- JRN 02363 Data Journalism (News Reporting I)
- JRN 02319 Media Ethics (JP&P) *
- JRN 02411 Copy Editing (JP&P)
- JRN 02335 Media Law (45 s.h.)
- JRN 02341 Broadcast News Writing (45 s.h.)
- JRN 02307 On-Camera Field Reporting (Broadcast News Writing)
- JRN 02305 TV Newscast (News Reporting I)
- JRN 02320 Radio News (45 s.h.)
- PR06350 Intro to PR
- ADV04330 Intro to Advertising
- PR06301 Basic PR Writing (Intro PR)
- PR06305 Advanced PR Writing (Intro to PR, Basic PR Writing)
- ADV04360 Integrated Marketing Communication (Intro PR, Intro Adv)
- ADV04332 Media Planning (Intro to Adv, Account Planning)
- ADV04375 Ad Copywriting (Intro to Ad)
- ADV04421 Account Planning (Ad Copywriting)
- ADV04352 Advertising Strategies (Ad Copy, Intro PR/Ad Res)
- ADV04434 Adv Campaigns (Ad Strategies) (WI)
- RTF03224 Sound Communication (CCII or permission)
- RTF03222 TV Production I (Applied Media Aesthetics)
- RTF03220 The Television Industry (CCI)
- RTF03221 The Radio Industry (CCI)
- RTF03295 Intro to New Media
- RTF03433 TV Program Packaging, W.I. (CCII, The TV Industry)
- RTF03434 TV Program Packaging 2, W.I. (TV Program Packaging)
- RTF03321 TV Production II (TV Production I, Sound Comm.)
- RTF03395 Sound Communication II (Media Aesthetics, Sound Comm.)
- RTF03394 New Media Production (Intro to New Media)

Total Hours Required for Graduation (with Gen Ed courses) = 120 s.h.

- Students must earn a grade of at least a **C minus** in each major course in Core Requirements, Concentrations and Related Electives.
- Students must maintain a 2.0 GPA in their [39] credits of the major, and a 2.0 overall GPA to graduate with a B.A. in Sports Communication and Media.
- Transfer courses of 300 level or above that correlate with Rowan's courses will be accepted in the major.
- Students may earn up to 9 credits in internships. Any other internships can be taken on your own, but not for credit.

