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.

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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.

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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.