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 Sports Communication, Culture & Identity (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 (CCII)
___ SPRT 09301 / 09302 / 09303 Internship in Sports Comm and Media I, II or III (60 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 (Foundations of Media Production and Television Production I)
___ RTF 01402 Special Topics in Sports Production (Foundations of Media Production and Television Production I)
___ 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:

SPRT 09201  Introduction to Esports
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 0435  Participatory Media
CMS 04385  Constructing Health
JRN 01407  History of Sports in Philadelphia
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.)
PR 06350  Intro to PR (CCII)
PR 06301  Basic PR Writing (CCII)
PR 06305  Advanced PR Writing (Intro to PR, Basic PR Writing)
ADV 04330  Intro to Advertising (CCII)
ADV 04360  Integrated Marketing Communication (Intro PR, Intro Adv)
ADV 04332  Media Planning (Intro to Adv, Account Planning)
ADV 04375  Ad Copywriting (Intro to Ad)
ADV 04421  Account Planning (Ad Copywriting)
ADV 04352  Advertising Strategies (Ad Copy, Intro PR/Ad Res)
ADV 04434  Adv Campaigns (Ad Strategies) (WI)
RTF 03224  Sound Communication (CCII or permission)
RTF 03222  TV Production I (Applied Media Aesthetics, Foundations of Media Production)
RTF 03290  The Media Industries (CCI)
RTF 03221  The Radio Industry (CCI)
RTF 03100  Radio Production I (CCI)
RTF 03295  Intro to New Media
RTF 03321  TV Production II (TV Production I)
RTF 03395  Sound for Film & Television (Applied Media Aesthetics)
RTF 03394  New Media Production (Intro to New Media)
RTF 03471  Techniques of Documentary Film Production, W.I. (Television Production I)
RTF 03472  New Media Production II (New Media Production)
HIST 05411  Topics in Latin American History: Sports, Politics and Society
ANTH 02245  Sport and Culture
PSY 05320  Introduction to Sport and Exercise Psychology (Essentials of Psychology)
MGT 00222  Introduction to Sport Management

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.