

B.A. in Sports Communication and Media (40 s.h.)

Notes:

-Prerequisites are in parentheses.

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

CORE REQUIREMENTS (22 s.h.)

- _____ SPRT 09101 Introduction to the Sports Communication and Media Major [1 s.h.]
- _____ JRN 02205 Journalism Principles and Practices (CCI)
- _____ RTF 03275 Applied Media Aesthetics: Sight/Sound/Story
- _____ CMS 04223 Sports Communication, Culture & Identity (CCII)
- _____ JRN 02210 Journalistic Writing (CCI)
- _____ PR 05350 Strategic Communication Overview (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 (90 s.h.) - WI

CONCENTRATION (12 s.h.)

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

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)

Communication Studies and Sports

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

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 Manage. & Crisis in Sport (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)

Esports

Students must take 6 credits from these specific courses:

- _____ SPRT 09201 Introduction to Esports
- _____ SPRT 09211 Esports Coverage & Media: Reporting (Introduction to Esports) [1 s.h.]
- _____ SPRT 09212 Esports Coverage & Media: In-Game Observing (Introduction to Esports) [1 s.h.]
- _____ SPRT 09213 Esports Coverage & Media: Shoutcasting (Introduction to Esports) [1 s.h.]

Students must take 6 credits, choosing from any of these courses:

- _____ SPRT 09304 Special Topics in Sports Communication & Media
- _____ CMS 04323 Images of Athletes in Popular Culture (CCII)
- _____ JRN 02361 Sports Journalism I (45 s.h.)
- _____ RTF 03396/JRN 02326 Sports Broadcasting I (Journalistic Writing)
- _____ PR 06306 Social Media & Sports Communication (Strat Comm Overview OR Intro to PR & Intro to Ad)
- _____ MGT 00222 Introduction to Sport Management

RELATED ELECTIVES (6 s.h.)

Students will also take 6 credits from within or across any of the other concentrations.

<i>Course Number</i>	<i>Name of Course</i>
1. _____	_____
2. _____	_____

FREE ELECTIVES (53 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>	<i>Course Number</i>	<i>Name of Course</i>
1. _____	_____	8. _____	_____
2. _____	_____	9. _____	_____
3. _____	_____	10. _____	_____
4. _____	_____	11. _____	_____
5. _____	_____	12. _____	_____
6. _____	_____	13. _____	_____
7. _____	_____		

RECOMMENDED COURSES FOR FREE ELECTIVES

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

JRN 01407	History of Sports in Philadelphia
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 02363	Data Journalism (News Reporting I)
JRN 02325	Digital Journalism II (Digital Journalism I)
JRN 02314	Photojournalism (45 s.h.)
JRN 02319	Media Ethics (Journalism Principles & Practices)
JRN 02411	Copy Editing (Journalism Principles & Practices)
JRN 02335	Media Law (45 s.h.)
JRN 02320	Radio News (45 s.h.)
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
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 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)
PR 06350	Introduction to Public Relations (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)

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 [40] 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.