

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. *Courses in **bold** are required by the concentration.

Sports Journalism

- _____ **JRN 02361 Sports Journalism I (45 s.h.)***
- _____ **JRN 02362 Sports Journalism II (Sports Journalism I)***
- _____ JRN 02310 News Reporting I (Journalism Principles & Practices)
- _____ JRN 02321 Digital Journalism I (Journalism Principles & Practices)
- _____ JRN 02305 TV Newscast (News Reporting 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 04327 Women & Nonbinary Identities in Sports Communication (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 03346 Sports TV Production (Foundations of Media Production and Television Production)***
- _____ **RTF 03396/JRN 02326 Sports Broadcasting I (Journalistic Writing)***
- _____ RTF 03397/JRN 02327 Sports Broadcasting II (Sports Broadcasting I)
- _____ RTF 03345 Live Event TV & Video Production (Foundations of Media Production and Television Production)
- _____ JRN 02307 On-Air News Reporting (Journalistic Writing)
- _____ RTF 03450 Documentary Production (Foundations of Media Production and Television Production)

Esports

- _____ SPRT 09201 Foundations of Esports
- _____ SPRT 09315 Representations & Identity in Esports (Introduction to Esports)
- _____ SPRT 09316 Esports Reporting (Introduction to Esports)
- _____ SPRT 09317 Esports Streaming & Social Platforms (corequisite Introduction to Esports)
- _____ SPRT 09318 Esports Coverage: Shoutcasting & In-Game Observing (corequisite Introduction to Esports)
- _____ SPRT 09319 Evolution of Esports (Introduction to Esports)

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.

RECOMMENDED COURSES FOR FREE ELECTIVES

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

SPRT 09210 Philadelphia Sports Then & Now
SPRT 09304 Sports CaM Special Topics
JRN 02341 Broadcast News Writing (45 s.h.)
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 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 03201 Foundations of Media Production
RTF 03230 TV Production (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 03200 Podcasting (Radio 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.