

## 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 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 03345 Live Event TV & Video Production (Foundations of Media Production and Television 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)

#### Esports

- \_\_\_\_\_ SPRT 09201 Introduction to 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:

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 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)  
SPRT 09304 SP: Inside the Front Office

### 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.