

SPORTS MEDIA, BA

Students enrolled in the sports media major learn communications fundamentals through the core Jandoli School curriculum and also focus on sports-related classes. The combined course of study prepares them for communication careers in a variety of sports-related fields, including sports journalism, sports broadcasting, public relations, marketing communications and sports information.

| Code | Title | Credits |
|---|--|------------|
| Sports Media | | 41 |
| JMC-101 | COMMUNICATION TODAY | |
| JMC-110 | PROFESSIONAL WRITING I | |
| JMC-111 | PROFESSIONAL WRITING II | |
| JMC-201 | NEWSWRITING & REPORTING I | |
| JMC-202 | NEWSWRITING & REPORTING II | |
| SC-220 | DIGITAL CONTENT & ENGAGEMENT | |
| JMC-245 | VIDEO PRODUCTION | |
| JMC-300 | MEDIA LAW AND ETHICS | |
| JMC-322 | SPORTS COMMUNICATION | |
| JMC-499 | COMPREHENSIVE EXPERIENCE | |
| Select one of the following: | | |
| JMC-341 & JMC-342 | SPORTS TV PRODUCTION I and SPORTS TV PRODUCTION II | |
| JMC-414 & JMC-415 | JOURNALISTS' WORKSHOP I and JOURNALISTS' WORKSHOP II | |
| JMC-440 & JMC-441 | SEM. BROADCAST JOURNALISM I and SEM. IN BROADCAST JOURNALISM II | |
| SC-497A | SYNAPSE:SYMPHONIC THINKING IN ACTION | |
| Select two Sports Media courses from the following: | | |
| JMC-312 | SPORTS WRITING | |
| JMC-412 | SPORTS COMMENTARY & ANALYSIS | |
| JMC-263 | SPORTS PHOTOJOURNALISM | |
| SC-350 | SPORTS STRATEGIC COMMUNICATION | |
| SC-355 | SPORTS MEDIA RELATIONS | |
| JMC-341 | SPORTS TV PRODUCTION I (if not already taken in the above requirement) | |
| JMC-342 | SPORTS TV PRODUCTION II (if not already taken in the above requirement) | |
| Select one of the following: | | 3 |
| ECO-101 or ECO-102 or BUS-101 | MICROECONOMIC PRINCIPLES MACROECONOMIC PRINCIPLES ELEMENTS OF BUSINESS | |
| Foreign Language ¹ | | 3 |
| General Education Requirements ² | | 37 |
| General Electives | | 36 |
| Total Credits | | 120 |

¹ The modern language must be at the 202 level and may be modern or classical (Latin). Students not prepared to begin at this level will need to take additional courses. Those additional courses will count as general electives.

² The Jandoli School of Communication requires MATH-107 or MATH-135 to satisfy the University's Quantitative Literacy General Education Requirement.

NOTE: Students must complete internship requirements totaling 400 hours either on- or off-campus under the guidance of the Jandoli School internship coordinator. Transfer students must complete 100 hours for each year they are on campus.

Students must take a minimum of 72 hours outside of JMC or SC coursework per ACEJMC guidelines.

| First Year | | | | |
|---|---------|---|---|---|
| Fall | Credits | Spring | Credits | |
| JMC-101 | 3 | JMC-111 | 3 | |
| JMC-110 | 3 | ENG-102 | 3 | |
| ENG-101 | 3 | PHIL-104 | 3 | |
| SBU-101 | 2 | THFS-101 | 3 | |
| SBU-102 | 1 | Modern or Classical Language ¹ | 3 | |
| Modern or Classical Language ¹ | | 3 | | |
| | | 15 | 15 | |
| Second Year | | | | |
| Fall | Credits | Spring | Credits | |
| JMC-201 | 3 | JMC-202 | 3 | |
| JMC-245 | 3 | SC-220 | 3 | |
| PHIL-111 | 3 | MATH-107 or 135 ² | 3 | |
| General Education Science Course | | 4 | POLS-102 | 3 |
| Modern or Classical Language ¹ | | 3 | Modern or Classical Language ¹ | 3 |
| | | 16 | 15 | |
| Third Year | | | | |
| Fall | Credits | Spring | Credits | |
| JMC-322 | 3 | JMC-300 | 3 | |
| THFS-340 | 3 | JMC-312 | 3 | |
| ENG-213 | 3 | General Education History Distribution Course | 3 | |
| ECO-101, 102, or BUS 101 | | 3 | MU-312 | 3 |
| SOC-101 | | 3 | PHIL-102 | 3 |
| | | 15 | 15 | |
| Fourth Year | | | | |
| Fall | Credits | Spring | Credits | |
| JMC-440 | 3 | JMC-441 | 3 | |
| JMC-412 | 3 | JMC-499 | 2 | |
| PSYC-101 | 3 | ENG-325 | 3 | |
| BUS-101 | 3 | WS-313 | 3 | |
| PHSC-102 | 3 | SC-350 | 3 | |
| | | 15 | 14 | |
| Total Credits 120 | | | | |

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