

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 Introduction to Sports Communication (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 Internship in Sports Communication and Media (75 s.h. and GPA 2.5)
- _____ SPRT 09401 Senior Seminar in Sports Communication and Media—WI (Intro to Sports Comm and 90 s.h.)

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 Sports (CCII)
- _____ CMS 04333 Special Topics in Sports Communication (CCII)

Sports Journalism

- _____ JRN 02310 News Reporting I (Journalism Principles & Practices)
- _____ JRN 02321 Online 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 (Television Production or permission)
- _____ RTF 01402 Special Topics in Sports Broadcasting
- _____ 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.

Course Number	Name of Course
1. _____	_____
2. _____	_____

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.

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

RECOMMENDED COURSES FOR FREE ELECTIVES

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

- 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
- CMS 04385 Constructing Health
- 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.)
- PR06350 Intro to PR
- ADV04330 Intro to Advertising
- PR06301 Basic PR Writing (Intro PR)
- PR06305 Advanced PR Writing (Intro to PR, Basic PR Writing)
- ADV04360 Integrated Marketing Communication (Intro PR, Intro Adv)
- ADV04332 Media Planning (Intro to Adv, Account Planning)
- ADV04375 Ad Copywriting (Intro to Ad)
- ADV04421 Account Planning (Ad Copywriting)
- ADV04352 Advertising Strategies (Ad Copy, Intro PR/Ad Res)
- ADV04434 Adv Campaigns (Ad Strategies) (WI)
- RTF03224 Sound Communication (CCII or permission)
- RTF03222 TV Production I (Applied Media Aesthetics)
- RTF03220 The Television Industry (CCI)
- RTF03221 The Radio Industry (CCI)
- RTF03295 Intro to New Media
- RTF03433 TV Program Packaging, W.I. (CCII, The TV Industry)
- RTF03434 TV Program Packaging 2, W.I. (TV Program Packaging)
- RTF03321 TV Production II (TV Production I, Sound Comm.)
- RTF03395 Sound Communication II (Media Aesthetics, Sound Comm.)
- RTF03394 New Media Production (Intro to New Media)
- RTF03472 New Media Production II (New Media Production

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.