b. Program Curriculum:

1. Program Structure: The proposed Minor in Sports Communication and Media will consist of 21 s.h. It will include 12 s.h. of required courses and 9 s.h. of related electives.

Core Requirements (12 s.h.)
CMS 04208 Introduction to Sports Communication (CCII)
JRN 02210 Journalistic Writing for Non-Majors (CCII)
PR 05050 Strategic Communication Overview (CCII)
RTF 03255 Applied Media Aesthetics: Sight/Sound/Story (CCII)

Related Electives (9 s.h.) Choose three (3) courses:
CMS 04395 Rhetoric of Sport (CCII)
CMS 04323 Images of Athletes in Popular Culture (CCII)
CMS 04319 Organizational Behavior in Sport (CCII)
CMS 04333 Special Topics in Sports Communication (CCII)
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)
PR 06307 Sports & Entertainment Event Planning (Strat Comm OR Intro to PR & Intro to Ad)
PR 06309 Sports Branding & Fan Relations (Strat Comm OR Intro to PR & Intro to Ad)
PR 06306 Social Media & Sports Communication (Strat Comm OR Intro to PR & Intro to Ad)
PR 06308 Reputation Management & Crisis in Sports (Strat Comm OR Intro to PR & Intro to Ad)
RTF 03395 Sports Broadcasting I (Journalistic Writing)
RTF 03396 Sports Broadcasting II (Sports Broadcasting)
RTF03345 Live Event TV & Video Production (Television Production or permission)
RTF01402 Special Topics in Sports Broadcasting

We are confident that the program can be implemented beginning in Fall 2018 for students who wish to add the minor. All core requirements courses are either in place or being simultaneously proposed. Existing departments and faculty already teach six of the related elective courses; students only need to select three. The other related electives will be proposed in Spring 2018 or Fall 2019.

In addition, the program has outlined contingency plans for students who wish to take course that have not been approved. For example, departments plan to begin offering special topics courses in sports communication that will count in lieu of the required classes beginning in Spring 2018. Each department chair will also have the ability to suggest and count recommended electives in lieu of the related electives.

2. Sequence of Coursework: Students can take courses in any order or sequence as long as prerequisites are completed. In the Core Requirements, the course Journalistic Writing has prerequisite of College Composition I; the others all have a prerequisite of College Composition II.