

SPORTS MEDIA MINOR (A)

Employment opportunities for sports-related media, specifically online media, are expanding due to the explosion of niche broadcast networks.

Students in this program will become prepared for an ever-changing communication field. You will become proficient in the latest digital technology as well as how to write clearly and concisely for a very specific audience. The curriculum will cover various digital media such as blogs, social media, and multimedia. The credit load is 19 credits.

Curriculum

Code	Title	Hours
COMM 265	Journalism	3
COMM 270	Sports Journalism	3
COMM 295	Sports Broadcasting	3
COMM 191 or COMM 193	Beacon-Newspaper WCUW-Radio	1
COMM 480	Fan Communication Practicum	3
SHB 310 or COMM 321	Integrated PR & Social Media Media Writing	3
SHB 340	Marketing of Sport & Entertainment	3
Total Hours		19