

SPORTS MEDIA MINOR (M)

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
Required Courses		
COMM 191 or COMM 193	Beacon-Newspaper WCUW-Radio	1
COMM 265	Journalism	3
COMM 270	Sports Journalism	3
COMM 295	Sports Broadcasting	3
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