

# SPORTS MEDIA, B.A.

The Sports Media, B.A. program provides educational opportunities for those wishing to become practitioners in sports media, which is one of the fastest growing areas of mass communications. The program is focused on sports content creation and is tailored to meet the education needs of graduates who wish to work in the broad sports media industry, including fields in electronic and print journalism, advertising, public relations, visual communication, and other assorted mass communications positions. Those skills are combined with a critical and theoretical approach to studying sports media, including critically examining the role of sports in society.

## Learning Outcomes

1. Students will demonstrate the ability to conduct research, gather information, write clearly and correctly and present relevant sports news or at a professional level.
2. Students will understand the ethical concepts, legal implications, considerations, and practices that guide the mass media professions within sports.
3. Students will apply basic numerical and statistical concepts and methods appropriate for the communications professions.
4. Students will understand the history of the sports media, the diversity of groups in a global society in relations to communications and the role of the sports media in society.
5. Students will demonstrate the ability to apply tools and technologies appropriate for the production, editing and presentation of visual, aural, textual, or other media content.
6. Students will think critically, creatively, and independently; evaluate their own work and the work of others for accuracy, fairness, clarity, style, and correctness.

## Degree Requirements (120 hours)

### Program of Study

Requirements	Credit Hours
1. Carolina Core	31-43
2. College Requirements	0
Program Requirements	47-59
Major Requirements	30

## Founding Documents Requirement

All undergraduate students must take a 3-credit course or its equivalent with a passing grade in the subject areas of History, Political Science, or African American Studies that covers the founding documents including the United State Constitution, the Declaration of Independence, the Emancipation Proclamation and one or more documents that are foundational to the African American Freedom struggle, and a minimum of five essays from the Federalist papers. This course may count as a requirement in any part of the program of study including the Carolina Core, the major, minor or cognate, or as a general elective. Courses that meet this requirement are listed here (<https://academicbulletins.sc.edu/undergraduate/founding-document-courses/>).

## 1. Carolina Core Requirements (31-43 hours)

### CMW – Effective, Engaged, and Persuasive Communication: Written (6 hours)

*must be passed with a grade of C or higher*

- ENGL 101 (<https://academicbulletins.sc.edu/undergraduate/course-descriptions/engl/>)
- ENGL 102 (<https://academicbulletins.sc.edu/undergraduate/course-descriptions/engl/>)

### ARP – Analytical Reasoning and Problem Solving (6-7 hours)

- Select one from STAT 110, STAT 112, STAT 201, STAT 205, or STAT 206
- Select any other approved CC-ARP course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

### SCI– Scientific Literacy (7 hours)

- Two approved Carolina Core Scientific Literacy courses (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>) including one laboratory course

### GFL– Global Citizenship and Multicultural Understanding: Foreign Language (0-6 hours)

Demonstration of proficiency in one foreign language equivalent to the 110 or 121 course through course credit or the corresponding foreign language placement score.

- CC-GFL courses (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

### GHS– Global Citizenship and Multicultural Understanding: Historical Thinking (3 hours)

One US History course selected from the following:

- HIST 111
- HIST 112
- HIST 201
- HIST 214
- SOST 202

### GSS– Global Citizenship and Multicultural Understanding: Social Sciences (3 hours)

- Any CC-GSS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

### AIU– Aesthetic and Interpretive Understanding (3 hours)

- Any CC-AIU course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

### CMS– Effective, Engaged, and Persuasive Communication: Spoken Component<sup>1</sup> (0-3 hours)

- Any CC-CMS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

### INF– Information Literacy (0-3 hours)

- Any overlay or stand-alone CC-INF course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

#### VSR—Values, Ethics, and Social Responsibility (0-3 hours)

- Any overlay or stand-alone CC-VSR course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

<sup>1</sup> **Carolina Core Stand Alone or Overlay Eligible Requirements** — Overlay-approved courses offer students the option of meeting two Carolina Core components in a single course. A maximum of two overlays is allowed. The total Carolina Core credit hours must add up to a minimum of 31 hours. Some programs may have a higher number of minimum Carolina Core hours due to specified requirements.

## 2. College Requirements (0 hours)

No college-required courses for this program.

## 3. Program Requirements (47-59 hours)

### Supporting Courses (15 hours)

Course	Title	Credits
<b>Data Analytics</b>		
Select three hours of the following:		3
ISCI 434	Introduction to Knowledge Discovery	
ISCI 560	Data Visualization	
<b>Business/Finance/Management</b>		
Select six hours of the following:		6
ACCT 222	Survey of Accounting	
	or ACCT 225 Introduction to Financial Accounting	
ECON 224	Introduction to Economics	
	or ECON 221 Principles of Microeconomics	
	or ECON 222 Principles of Macroeconomics	
	or ECON 221 Principles of Microeconomics and Principles of Macroeconomics & 222	
FINA 333	Finance and Markets	
	or FINA 363 Introduction to Finance	
MKTG 350	Principles of Marketing	
MGMT 371	Principles of Management	
ISCI 402	Management in Data Driven Organizations	
ISCI 435	Planning and Sustaining Digital Projects	
SPTTE 380	Sport and Entertainment Marketing	
SPTTE 440	Sport and Entertainment Business and Finance	
SPTTE 450	Sales in Sport and Entertainment Business	
SPTTE 550	The Business of Esports	
<b>Law</b>		
Select three hours of the following:		3
JOUR 303	Law and Ethics of Mass Communications	
JOUR 304	Internet and Social Media Law	
SPTTE 240	Business Law	
SPTTE 320	Sport and the Law	

### Additional Professional Courses

Select one additional course from any of the courses listed in the categories above 3

### Total Credit Hours

15

## Electives (32-44 hours)

The Sports Media curriculum includes 32-44 hours of electives, depending on how students fulfill the Carolina Core requirements. Courses used to satisfy the elective requirement, which may include additional JOUR Major Electives, must be approved by the Sports Media advisor.

## 4. Major Requirements (30 hours)

A minimum grade of C is required in all major courses.

### Major Courses (27 hours)

Course	Title	Credits
JOUR 101	Media and Society	3
JOUR 291	Writing for Mass Communications	3
JOUR 391	Sports Media and Society	3
JOUR 445	Team Media for Sports Media	3
<b>Diversity and Social Issues in Sports Media</b>		
Select three hours of the following:		3
JOUR 243	Sports Activism and Media	
JOUR 307	Media, Sports and Race	
JOUR 345	Gender, Sexuality, and Sports Media	
<b>Sports Media Literacy and Context</b>		
Select six hours of the following:		6
JOUR 242	Jobs in the Sports Media	
JOUR 343	Social Media for Sports Media	
JOUR 344	SEC Football and Sports Media	
JOUR 394	Sports Media Ethics	
JOUR 428	Super Bowl Commercials	
<b>Sports Media Skills</b>		
Select three hours of the following:		3
JOUR 245	Live Television Sports Production	
JOUR 316	Toolkit for Concept Development	
JOUR 317	Toolkit for Brand Communication: Creative Execution	
JOUR 346	Graphics for Visual Communications	
JOUR 347	Photography for Visual Communications	
JOUR 421	Media Analysis	
JOUR 436	Public Relations Writing	
JOUR 438	Media Relations	
JOUR 443	Sports Announcing	
JOUR 444	Multimedia Sports Storytelling	
JOUR 461	Sports Journalism	
JOUR 534	Publication Writing and Design	
<b>Capstone Portfolio Course</b>		
JOUR 543	Sports Media Capstone	3
<b>Total Credit Hours</b>		<b>27</b>

## Major Electives (3 hours)

Course	Title	Credits
Select 3 hours from any JOUR or SPTE course		3
<b>Total Credit Hours</b>		<b>3</b>

## Major Map

A major map is a layout of required courses in a given program of study, including critical courses and suggested course sequences to ensure a clear path to graduation.

Major maps are only a suggested or recommended sequence of courses required in a program of study. Please contact your academic advisor for assistance in the application of specific coursework to a program of study and course selection and planning for upcoming semesters.

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