

# 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.