

BACHELOR OF ARTS IN SPORTS COMMUNICATIONS

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The BA in Sports Communications prepares students for careers working in sports, with opportunities across different disciplines and platforms. Want to sit behind the anchor desk of SportsCenter? Do social media for the NFL or WNBA? Come up with advertising campaigns for your favorite team or athlete? Make the next great sports documentary? The opportunities to work in sports are limitless. This program covers all of it and shines a light on all the opportunities that put you on the sidelines or in the press box.

This program will examine sports issues, teams and media enterprises. Students interested in working as social media content creators, advertising executives, public relations specialists, documentary filmmakers, promoters, audience engagement directors, digital content strategists, media relations representatives and more will find the curriculum in the Sports Communications program will prepare them for these types of careers.

The BA in Sports Communications requires a minimum of 120 credits for degree completion .

Code	Title	Credits
University Curriculum (http://catalog.qu.edu/academics/university-curriculum/) ¹		46
Required School of Communications core courses ²		
COM 120	Media Industries and Trends	3
COM 130	Visual Design	3
COM 140	Storytelling	3
School of Communications Requirements ³		
Global Issues and Cultures, select two courses		6
Seminars for Success		
COM 101	Communications First-Year Seminar	1
COM 201	Media Career Development	1
Required major courses		
SPCM 101	Introduction to Sports Communications	3
JRN 106	Video Storytelling Techniques	3
SPCM 201	Writing for Sports Communications	3
SPCM 202	Sports Audiences and Fandom	3
COM 490	Communications Career Internship	3
SPCM 400-level Senior Seminar or MSS 420		3
SPCM Capstone		3
SPCM Electives		
Select four of the following:		12
SPCM 324	Sports TV Reporting and Anchoring	
SPCM 362	Sports Law and Ethics	
SPCM 363	Sports Data Visualization and Analytics	
SPCM 364	Sports Audio and Podcasting	
SPCM 367	Sports Social Media	

SPCM 374	Sports Feature Writing	
SPCM 395	Sports Newsroom Clinical	
ADPR 311	Sports Public Relations (sps 311)	
COM 491	Communications Career Internship II	
JRN 361	Sports Reporting (SPS 361)	
JRN 362	The Story of Football (SPS 362)	
MSS 420	Sports, Media and Society (SPS 420)	
Other courses with program director's approval		
Free Electives		
Select two courses from across the university		6
Minor Courses		18
Total Credits		120

- ¹ Students majoring in Sports Communications will complete their Integrative Capstone Requirement within the major with SPCM capstone. In place of those credits, the student will select an additional unrestricted course in the University Curriculum.
- ² Core must be completed by end of sophomore year.
- ³ A minimum of 45 credits of a student's total number of credits (includes major, minor, UC, electives, etc.) must be taken at the 200 level or higher.

Minor Requirement

All students majoring in Sports Communications are required to take a minor (typically 18 credits) that will complement their career and/or personal interests. This minor can be from any program either within or outside the School of Communications. However, a student majoring in Sports Communications may not minor in Sports Studies.

Course plans are subject to change. Course availability, potential transfer credits, and course prerequisite completion may influence the final course schedule for each program.

Course	Title	Credits
First Year		
Fall Semester		
EN 101	Introduction to Academic Reading and Writing	3
FYS 101	First-Year Seminar	3
SPCM 101	Introduction to Sports Communications	3
COM 120	Media Industries and Trends	3
COM 140	Storytelling	3
COM 101	Communications First-Year Seminar	1
Credits		16
Spring Semester		
EN 102	Academic Writing and Research	3
SPCM 201	Writing for Sports Communications	3
JRN 106	Video Storytelling Techniques	3
COM 130	Visual Design	3
MA 170 or MA 176	Probability and Data Analysis or Baseball and Statistics	3
Credits		15
Second Year		
Fall Semester		
SPCM 202	Sports Audiences and Fandom	3

Minor Course #1	3
University Curriculum Course	3
University Curriculum Course	3
University Curriculum Course	3
COM 201 Media Career Development	1
Credits	16
Spring Semester	
SPCM Elective #1	3
Minor Course #2	3
University Curriculum Lab Science	4
University Curriculum Course	3
University Curriculum Course	3
Credits	16
Third Year	
Fall Semester	
SPCM Elective #2	3
SPCM Elective #3	3
Minor Course #3	3
Global Issues and Cultures Course	3
University Curriculum	3
Credits	15
Spring Semester	
MSS 420 Sports, Media and Society (SPS 420) or MSS 450 or Media Studies Seminar	3
SPCM Elective #4	3
Minor Course #4	3
Global Issues and Cultures Course	3
University Curriculum Course	3
Credits	15
Fourth Year	
Fall Semester	
SPCM 495	3
Minor Course #5	3
University Curriculum Course	3
University Curriculum Course	3
University Curriculum Course	3
Credits	15
Spring Semester	
COM 490 Communications Career Internship	3
Minor Course #6	3
Free Elective	3
Free Elective	3
Credits	12
Total Credits	120

2. **Develop** skills in writing, editing, visual media production, audio production, graphic design, and other forms of content creation for various sports communications contexts, such as social media, news reporting, multimedia production, advertising, and public relations.
3. **Examine** historical, cultural, economic, and political forces that have shaped and continue to impact sports communications industries and communities.
4. **Understand** and implement the building of and maintenance of brand management in sports entities including players, teams, companies, and media outlets.
5. **Identify** current trends in sports communications theory and practice through engagement with sports-related publications.
6. **Gain** practical, real-world experience through a variety of experiential learning opportunities, including working with student media groups, on-campus practicums, and external internships with sports organizations and media outlets.

Admission Requirements: School of Communications

The requirements for admission into the undergraduate School of Communications programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the Admissions (<http://catalog.qu.edu/general-information/admissions/>) page of this catalog.

Student Learning Outcomes

1. **Acquire** disciplinary knowledge and develop foundational skills — including effective communication, inquiry and analysis, critical and creative thinking, recognition of difference and equity, and social and emotional intelligence — that prepare graduates for careers in sports communications and related fields.