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## Minor in Sports Media & Communication

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## Program Description

The academic minor in sports media and communication is designed to provide students with the knowledge and skills necessary to succeed in the fast-paced world of media and communication. This minor emphasizes effective communication strategies that are essential to the success of teams, athletes, and organizations.

Students will be introduced to the basic principles of sports media and communication, including media relations, public relations, strategic communication, sports journalism, and digital communication. Students will learn about the unique challenges and opportunities of working in the sport industry, such as managing public perception of athletes and teams, navigating media coverage, and leveraging social media.

Students will develop traditional and digital communication skills to serve the emerging needs of sport in today's society. Students will learn how to develop and execute effective media and public relations strategies. This minor will help students develop the skills to use digital and social media strategies for effective communication in the world of sport.

Upon completing this minor, students will gain a solid foundation of media and communication principles and techniques that can be specifically applied to the sport industry. Graduates will be able to apply communication skills within professional and interpersonal settings, utilize traditional and emerging technologies, and apply the knowledge and skills necessary to succeed in the ever-evolving industry of sport. In addition, graduates will be well-equipped to pursue careers sports media, sports communication, sports journalism, public relations, media relations, and sport management.

## PROGRAM GOALS

1. Provide students with a foundational understanding of the principles and techniques of sports media and communication.
2. Learn how to develop effective media and public relations strategies.
3. Develop skills in traditional and emerging technologies that are used in careers in various media and communication environments.
4. Learn how to effectively write and report on sport competitions and events.
5. Prepare students for careers in sports media, sports communications, public relations, media relations, and sport management.

## PROGRAM OUTCOMES

1. Students will be able to apply effective communication strategies in sports media and communication.
2. Students will be able to evaluate and critically analyze media coverage of sports and athletes.
3. Students will be able to develop strategies for managing the public perception of athletes, teams, and sports organizations.
4. Students will be able to write, report, and create content on stories, competitions, and events.
5. Students will be able to apply media and communication principles within a variety of sport environments.

## COURSES

The minor in sports media and communication requires 12 hours (4 courses). Courses in the sports media and communication minor can include the following:

- [COM 170 Sport Media and Society](#)
- [COM 260 Social Media in Sports](#)
- [COM 376 Sports Writing and Reporting](#)
- [COM 477 Sports Broadcasting and Production](#)

All students must take COM 270 Public and Media Relations as a general education elective for a prerequisite for this minor.

### Course Descriptions

[COM 170 Sport Media and Society](#): This course covers the relationships between the sport, media, and society. It provides an overview of the evolution of sports media from the early days of sports writing to contemporary forms of media. The goal of this course is to develop literacy and critical thinking skills about the sport industry and its relationship with the media.

[COM 260 Social Media in Sports](#): The course will help students understand the evolving nature of social media and its application within sport. This course covers the importance of the huge shift in communication in the sports world that has occurred with the advent of social media. Students will learn how to create, develop, and implement social media strategies that resonate with fans, consumers, and constituents.

[COM 376 Sports Writing and Reporting](#): In this course, students will develop writing, reporting, and professional skills specific to sports media. Students will learn about writing strategies for stories produced in print and online. The goal of this course is to prepare students to effectively write and report on sport-related stories and events.

[COM 477 Sports Broadcasting and Production](#): In this course, students will explore the sports media world through the lens of broadcasting and production. Students will discuss sports broadcasting history and explore historical and current philosophical approaches. Overall, this course provides an overall understanding and appreciation of the art of sports broadcasting and production.