

## **SPORT MEDIA MAJOR**

***Professor Jess Baker, Program Director***

### **Sport Media Program Mission**

The mission of the Sport Media Program is to provide students the ability to gain the competencies and knowledge related to the field of sport media. Students in this program will utilize experiential learning, case study analysis, and class projects in order to develop written and oral communication skills, the understanding of what role the media plays in both the sport industry and society, and the attributes needed to contribute to the industry upon graduation.

### **Program Description**

Sport Media is an interdisciplinary major blending general education, integrated communication, digital media design, business administration, and sport business courses to prepare the graduate for media/communication opportunities in the sport industry. Classes also provide practicum opportunities, service learning and internship experiences that allow the student to work and gain experience with sport media organizations. The program will culminate in a bachelor's degree in Business Administration with a major in Sport Media. The program is located in Charleston, WV and is closely aligned with UC athletics and the Sports Information Director (SID) in offering the student an experiential education throughout the four-year plan.

- In the last semester of the senior year, the student will complete an internship in the field of Sport Media.
- Practical-based instruction from academic professionals with experience in the sport industry. Experiential opportunities are included to gain applied experience outside the classroom.
- Class assignments that prepare students for the work that is required in the sport industry
- In-class work is focused on the application of knowledge gained.
- A 45-credit core for the Business Administration degree (BSBA) that prepares students for successful management, administrative and leadership roles in sport business and business administration.
- An option for a Sport Business minor consisting of 18 hours in Sport Business courses as specified in the Sport Business Minor section.

The Sport Media program blends communications, digital media design, business administration, and sport business with internship/practicum experiences in a curriculum designed to prepare graduates for sport-related career opportunities, including:

- Sports Information Director (SID)
- Assistant Athletic Director in Media and Communication
- Sports Broadcasting
- Sports Journalism

- Director of Sports Programming
- Media Relations Director
- Social Media Director
- Producer for Sports Programming

The Sport Media program has earned specialized business accreditation from the Accreditation Council for Business Schools & Programs (ACBSP). The Sport Media major is an in-seat residential program on the Charleston campus.

### **Sport Media Major Program Learning Outcomes**

All BSBA students must fulfill the BSBA Core outcomes. In addition, Sport Media graduates will:

1. Develop, create and implement broadcasting, journalism and public relations skills for sport and event management.
2. Actively apply written, public speaking and personnel management skills in sport industry environments.
3. Demonstrate the ability to locate, evaluate and effectively utilize research information as a sport industry professional.

### **What You Will Study**

The Sport Media major is part of the BS in Business Administration degree, requiring a foundational business administration core of 45 credits and 26 credits of Sport Media major courses. The Program includes experiential learning opportunities and a diverse selection of sport business classes to prepare the graduate for a career in the sport industry. Practicum and Internship experiences are required and allow the student to work with a sport business organization.

The University's location in the hub of the region's business, financial, government and medical center opens the door to many practical work experience prospects. An internship in the sport industry is required for graduation. Students are encouraged to pursue regional, national and international sport business internship opportunities.

<b>Sport Media – Required Courses in Major</b>		
Course	Title	Credits
SPBU 101	Introduction to Sport Business	3
SPBU 225	Sport Media	3
SPBU 298	Practicum Experience	1
SPBU 301	Sport Marketing	3
SPBU 380X	Sport Journalism	3
SPBU 460	Sport Law	3
SPBU 490X	Senior Seminar	1

### Sport Media – Required Courses in Major

SPBU 498	Internship in Sport Business	3
ICOM 221	Introduction to Journalism	3
ICOM 305	Public Relations Campaigns	3
Required Credits in Sport Media Major:		26
<b>Total Credits (45 BSBA Core + 20 SPBU + 6 ICOM):</b>		<b>71</b>

### Typical Four-Year Student Schedule for Sport Media Major

#### FIRST YEAR

Fall Semester		Spring Semester	
UNIV 104 College Motivation & Success	3	UNIV 105 Foundations of Character and Leadership	3
ENGL 101 Freshman Writing I*	3	ENGL 102 Freshman Writing II*	3
MATH 121 College Algebra	3	SPBU 101 Introduction to Sport Business	3
ECON 201 Principles of Microeconomics	3	ECON 202 Principles of Macroeconomics	3
Humanities Elective	3	SPCH 103 Oral Communication Fundamentals (embedded)	3
<b>TOTAL:</b>	<b>15</b>	<b>TOTAL:</b>	<b>15</b>

#### SECOND YEAR

Fall Semester		Spring Semester	
ACCT 201 Principles of Accounting I	3	ACCT 202 Principles of Accounting II	3
BUSI 241 Business Communication	3	SPBU 225 Sport Media	3
ICOM 221 Intro to Journalism ( <i>Humanities Flex</i> )	3	BUSI 220X Information Systems & Software Applications	3
BUSI 231 Business Law	3	MRKT 321 Principles of Marketing	3
STEM Elective	3	SPBU 298 Practicum Experience	1
		Flex Elective	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>16</b>

#### THIRD YEAR

Fall Semester		Spring Semester	
ICOM 305 Public Relations Campaigns	3	SPBU 301 Sport Marketing	3
BUSI 316 Business Statistics I	3	SPBU 380X Sport Journalism	3

MGMT 311 Principles of Management	3	SPBU 435 Sport Ethics	3
FINA 312 Business Finance	3	BUSI 317 Business Statistics II	3
Flex Elective	3	Elective	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>

#### FOURTH YEAR

Fall Semester		Spring Semester	
SPBU 460 Sport Law	3	SPBU 498 Internship in Sport Business	3
BUSI 407 Global Dimensions of Business	3	BUSI 450 Business Strategy	3
SPBU 490X Senior Seminar	1	Elective	3
Elective	3	Elective	4
Elective	3	Elective	3
<b>TOTAL</b>	<b>13</b>	<b>TOTAL</b>	<b>16</b>

\*Suggested Prerequisite: C or better in MATH 120 or Math ACT score of 21 or higher (Math SAT of 530 or higher).

\*\*Transfer students and online students complete UNIV 204 College Success & Leadership.

#### Admission Requirements

Students must gain general admission to the University of Charleston.

#### Additional Requirements

Students must meet all General Education course requirements for graduation from the University of Charleston. In addition, students must achieve a grade of “C” or higher in each Sport Business course. Students must also pass the SPME Major Project as part of SPBU 498 in the final semester of the senior year.

Sport Media majors must meet all University of Charleston graduation requirements and must take and pass the Peregrine Major Exam in the last semester of the senior year with a C or above in Business Strategy (BUSI 450).

#### Completing a Double Major and/or an Associate Degree in Business

The design of the Sport Media major encourages students to complete a second major or a minor in another field through judicious selection of elective courses. For example, a student may decide to obtain a second major in a business major or in an outside field such as Communications. Sport Media majors will also complete all the requirements for a Degree in Business administration (BSBA) while pursuing their major. Students should consult with program faculty to select all coursework that will support the Sport Media major.

#### Sport Media Concentration

Students pursuing other BSBA majors can add a Sport Media concentration (12 credits). The concentration in Sport Media provides students with the knowledge and skills that pertain to sport writing and sport broadcasting. Aspects and competencies surrounding

print, TV, radio, and social media within sport will be featured as well as the ethical concerns relating to sport journalism. The 12 credit hours required for a concentration in Sport Media are:

Sport Media Concentration		
SPBU 101	Intro to Sport Business	3
SPBU 225	Sport Media/Information	3
SPBU 380X	Sport Journalism	3
ICOMM 221	Intro to Journalism	3
	Total for Concentration:	12