

JOURNALISM AND MEDIA STUDIES (B.S.) SPORTS MEDIA CONCENTRATION

The Department of Journalism and Media Studies is committed to excellence in teaching, bringing industry-based applications to the classroom, and providing practical experiences that assist students with attaining employment in media. With the option of choosing one of the three concentrations offered within the department, students are exposed to theoretical and hands-on experiences. The Sports Media concentration teaches students the intricacies of covering sporting events and writing for sports news. Career options for sports media graduates include print and broadcast opportunities in the sports news and entertainment industries, such as photography, videography, reporters, writers, anchors, commenters, and producers.

Degree Requirements

The Department of Journalism and Media Studies awards the Bachelor of Science degree in the following concentration areas, Media Production, Multimedia Journalism, Sports Media, and Integrated Marketing Communications. To be eligible to earn this degree, students must:

1. Complete the university's general education core requirements.
2. Complete the major concentration area requirements.
3. Complete a minor or take elective courses outside of the major.

Capstone Source

Senior Journalism and Media Studies Students must take the Capstone course to demonstrate their professional skill levels writing, shooting, and editing, as well as their understanding of media laws and ethical practices of journalism.

Major Requirements

JMS 200 INTRO TO MASS COMMUNICATIONS, JMS 201 INTRODUCTION TO MEDIA WRITING, and JMS 301 INTRODUCTION TO NEWS REPORTING are prerequisites for all concentration areas in Journalism and Media Studies. A grade of "C" or higher is required in all major courses.

Note: Majors in the Sports Media Concentration do not have to take JMS 200 INTRO TO MASS COMMUNICATIONS.

Required Core Credit Hours for All Concentrations

All students who major in Journalism and Media Studies must complete the following major courses to be eligible for graduation.

Code	Title	Hours
JMS 200	INTRO TO MASS COMMUNICATIONS	3
JMS 201	INTRODUCTION TO MEDIA WRITING	3
JMS 400	MEDIA LAW	3
JMS 401	RESCH METHDS IN MASS COM	3
JMS 405	MEDIA ETHICS	3
JMS 486	PRACTICUM IN MASS COMMUNICATIO	3

JMS 489	INTERNSHIP IN MASS COMMUNICATI	3
Total Hours		21

Concentration

The Sports Media concentration is designed to introduce students to the skills needed in the rapidly growing industry of sports journalism. Students will learn sportscasting, sports writing and reporting, and electronic field production. This concentration area requires a total of 30 hours. The required hours for all students in this area are as follows:

Code	Title	Hours
JMS 205	Cross Platform Sports Wri & Re	3
JMS 210	MICROPHONE TECHNIQUES	3
JMS 307	PHOTOJOURNALISM	3
JMS 310	MEDIA DESIGN AND PRODUCTION I	3
JMS 335	PRIN OF ADVERTISING AND PUB RE	3
JMS 316	ELECTRONIC FIELD PRODUCTION	3
JMS 351	SPORTS, MEDIA AND SOCIETY	3
JMS 450	SOCIAL MEDIA AND MASS COMM	3
JMS 426	BROADCAST DOCUMENTARY	3
MKT 351	MARKETING MANAGEMENT	3
Electives or Minor		35-36
Total Hours		65-66

Curriculum Map

Course	Title	Hours
Freshman		
Fall		
UNIV 100	UNIVERSITY SUCCESS	2
ENG 104 or ENG 103 or ENG 111	COMPOSITION I or English Composition I with Co-requisite Support or COMPOSITION & LITERATURE FOR L	3
MATH 114	Quantitative Reasoning	3
Humanities & Fine Arts Option		3
Natural Science Option		3
Social & Behavioral Science		3
Hours		17
Spring		
ENG 105 or ENG 112	COMPOSITION II or COMPOSITION	3
Humanities & Fine Arts Option		3
Natural Science Option		3
Minor or General Elective		3
Pathway Option		3
Hours		15
Sophomore		
Fall		
JMS 200	INTRO TO MASS COMMUNICATIONS	3
SPCH 215	TRAINING THE SPEAKING VOICE	3
Humanities & Fine Arts Option		3
Social & Behavioral Science Option		3
Pathway Option		3
Hours		15
Spring		
JMS 205	Cross Platform Sports Wri & Re	3
JMS 210	MICROPHONE TECHNIQUES	3
UNIV 200	CIVIC ENGAGEMENT	1
Minor or General Elective		3

Minor or General Elective		3
Pathway Option		3
Hours		16
Junior		
Fall		
JMS 307	PHOTOJOURNALISM	3
JMS 310	MEDIA DESIGN AND PRODUCTION I	3
JMS 351	SPORTS, MEDIA AND SOCIETY	3
Philosophy Elective		3
Minor or General Elective		3
Hours		15
Spring		
JMS 316	ELECTRONIC FIELD PRODUCTION	3
JMS 335	PRIN OF ADVERTISING AND PUB RE	3
JMS 486	PRACTICUM IN MASS COMMUNICATIO	3
MKT 351	MARKETING MANAGEMENT	3
Minor or General Elective		3
Hours		15
Senior		
Fall		
JMS 250	Media Literacy	3
JMS 400	MEDIA LAW	3
JMS 401	RESCH METHDS IN MASS COM	3
JMS 426	BROADCAST DOCUMENTARY	3
JMS 489	INTERNSHIP IN MASS COMMUNICATI	3
Hours		15
Spring		
JMS 405	MEDIA ETHICS	3
JMS 499	CAPSTONE OR SENIOR SEMINAR	3
Minor or General Elective		3
Minor or General Elective		3
Hours		12
Total Hours		120

- produce strategic and aesthetically pleasing advertising layouts and materials; and
- perform communication audits.

Notes:

- Candidates that transfer 12 or more hours of college credit are exempt from UNIV 100 UNIVERSITY SUCCESS; however, the student must take 2 hours of general electives to replace the UNIV course.
- Online Graduation Clearance (**to be completed during the graduating semester only**).

Student Learning Outcomes

A capstone course is utilized to assess student learning within their last semester of the program. Individual student outcome measures are the ability to:

- demonstrate ways to produce broadcast quality standard VO, VOSOT, packages, and whips;
- produce broadcast quality standard documentaries;
- demonstrate an understanding of media programming and producing a broadcast quality standard newscast.
- publish professional quality journalistic news articles;
- adhere to journalistic standards of timeliness and professionalism;
- produce professional quality journalist photographs and digital news stories;
- produce client satisfactory advertising and public relation campaigns;