

SPORTS MEDIA STUDIES BA/BS

The Sports Media Studies major combines coursework from multiple academic disciplines to prepare students to work in the dynamic, exciting fields of sport journalism, sport broadcasting, digital sports production, and sport media relations. Students will enjoy internships in high school athletics, within college/university athletic departments, newspapers, media outlets, and sport businesses.

Students in this major will have two advisors: one from the Physical, Life, Movement and Sport Sciences Division and one from the Humanities Division.

General Education Requirements

Code	Title	Credits
Written Communication		
Select one of the following:		6.00
ENGL-101 & ENGL-102	WRITING AND RHETORIC I and WRITING AND RHETORIC II	
ENGL-109	COLLEGE WRITING AND RESEARCH	
Oral Communication		
Select one from the following:		3.00
COMM-101	FUNDAMENTALS OF ORAL COMMUNICATION	
COMM-203	SMALL GROUP COMMUNICATION	
COMM-204	PUBLIC SPEAKING	
Mathematical Ways of Knowing		
Select one of the following:		3.00-5.00
CITPT-108	INTRODUCTION TO COMPUTER SCIENCE	
CS-108	INTRODUCTION TO COMPUTER SCIENCE	
MATH-123	MATH IN MODERN SOCIETY	
MATH-130	FINITE MATHEMATICS	
MATH-143	PRECALCULUS I: ALGEBRA	
MATH-147	PRECALCULUS	
MATH-153	STATISTICAL REASONING	
MATH-170	CALCULUS I	
MATH-253	STATISTICAL METHODS FOR THE SCIENCES	
MATH-257	MATHEMATICS FOR ELEMENTARY TEACHERS II	
MTHPT-130	FINITE MATHEMATICS	
MTHPT-137	MATH FOR TECHNOLOGY	
MTHPT-153	STATISTICAL REASONING	
Humanistic & Artistic Ways of Knowing		
Select one course from two categories:		6.00-8.00
Literature		
ENGL-175	LITERATURE AND IDEAS	
ENGL-257	WORLD CLASSICS	
ENGL-258	INTERNATIONAL LITERATURE	
ENGL-260	NATIVE AMERICAN LITERATURE	
ENGL-261	MYTHOLOGIES	
Arts		
ART-100	INTRODUCTION TO ART	
HUM-101	THE ART AND HISTORY OF THE MOTION PICTURE	
HUM-150	INTRODUCTION TO THE ARTS	
MUS-101	SURVEY OF MUSIC	
MUS-102	MUSIC IN AMERICA	
MUS-150	WORLD MUSIC	
MUS-151	HISTORY OF MUSICAL THEATER	
MUS-152	HISTORY OF JAZZ AND POPULAR MUSIC STYLES	

THEA-101	SURVEY OF THE THEATER	
Language		
NP-101	NEZ PERCE LANGUAGE AND CULTURE	
NP-102	NEZ PERCE LANGUAGE AND HISTORY	
SPAN-101	ELEMENTARY SPANISH I	
SPAN-102	ELEMENTARY SPANISH II	
Scientific Ways of Knowing		
Select one course from two disciplines; one lab		7.00-8.00
BIOF-100	INTRODUCTION TO BIOINFORMATICS	
BIOL-100	CONCEPTS OF BIOLOGY	
BIOL-120	PLANTS AND PEOPLE	
BIOL-123	BIOLOGY IN FILM	
BIOL-175	HUMAN BIOLOGY	
BIOL-227	HUMAN ANATOMY AND PHYSIOLOGY I	
CHEM-100	CONCEPTS OF CHEMISTRY	
CHEM-105	GENERAL, ORGANIC AND BIOCHEMISTRY	
CHEM-111	PRINCIPLES OF CHEMISTRY I	
FSCI-101	INTRODUCTION TO FORENSIC SCIENCE	
GEOL-101	PHYSICAL GEOLOGY	
GEOL-120	INTRODUCTION TO EARTH SYSTEMS	
GIS-271	GEOGRAPHIC INFORMATION SYSTEMS	
ID-240	INTEGRATED SCIENCE II	
NS-140	INTEGRATED SCIENCE I	
NS-150	INTRODUCTION TO NATURAL SCIENCES ¹	
NS-174	NATURAL SCIENCE FOR ELEMENTARY EDUCATOR	
PHYS-111	GENERAL PHYSICS I	
or PHYS-112	GENERAL PHYSICS II	
PHYS-171	PHYS SCIENCES FOR ELEMENTARY EDUCATORS	
PHYS-205	DESCRIPTIVE ASTRONOMY	
PHYS-211	PHYSICS FOR SCIENTISTS AND ENGINEERS I	
Social & Behavioral Ways of Knowing		
Select one course from two disciplines:		6.00
ANTH-102	CULTURAL ANTHROPOLOGY	
ANTH-120	WORLD PREHISTORY	
ANTH-170	INTRODUCTION TO NATIVE AMERICAN STUDIES	
ECON-201	PRINCIPLES OF MACROECONOMICS	
ECON-202	PRINCIPLES OF MICROECONOMICS	
GEOG-102	INTRODUCTION TO GEOGRAPHY	
HIST-101	WORLD HISTORY I	
HIST-102	WORLD HISTORY II	
HIST-111	UNITED STATES HISTORY I	
HIST-112	UNITED STATES HISTORY II	
HRPT-184	DIVERSITY IN ORGANIZATIONS	
HRPT-185	HUMAN RELATIONS IN ORGANIZATIONS	
POLS-101	AMERICAN NATIONAL GOVERNMENT	
POLS-237	INTERNATIONAL POLITICS	
POLS-285	COMPARATIVE GOVERNMENT	
PSYC-101	INTRODUCTION TO GENERAL PSYCHOLOGY	
PSYC-205	LIFESPAN DEVELOPMENTAL PSYCHOLOGY	
SOC-101	INTRODUCTION TO SOCIOLOGY	
SOC-102	SOCIAL PROBLEMS	
SS-184	DIVERSITY IN ORGANIZATIONS	

SS-185 HUMAN RELATIONS IN ORGANIZATIONS

Global Perspectives

Select one of the following: 3.00-4.00

ANTH-102	CULTURAL ANTHROPOLOGY
ANTH-120	WORLD PREHISTORY
ANTH-170	INTRODUCTION TO NATIVE AMERICAN STUDIES
ANTH-360	RACE AND ETHNICITY
COMM-345	INTERCULTURAL COMMUNICATION
ENGL-258	INTERNATIONAL LITERATURE
ENGL-474	NATIVE AMERICAN WRITTEN LITERATURE
GEOG-102	INTRODUCTION TO GEOGRAPHY
HIST-101	WORLD HISTORY I
HIST-102	WORLD HISTORY II
HIST-111	UNITED STATES HISTORY I
HIST-112	UNITED STATES HISTORY II
HRPT-184	DIVERSITY IN ORGANIZATIONS
ID-300C	ETHICS AND IDENTITY
NP-101	NEZ PERCE LANGUAGE AND CULTURE
NP-102	NEZ PERCE LANGUAGE AND HISTORY
POLS-285	COMPARATIVE GOVERNMENT
SOC-101	INTRODUCTION TO SOCIOLOGY
SPAN-101	ELEMENTARY SPANISH I
SPAN-102	ELEMENTARY SPANISH II
SPAN-201	INTERMEDIATE SPANISH I
SPAN-202	INTERMEDIATE SPANISH II
SS-184	DIVERSITY IN ORGANIZATIONS

Integrative Seminar: Ethics & Values

Select one of the following: 3.00

ID 300A - 300Z (see course descriptions for options)

ID-301A HELLS CANYON INSTITUTE

Foreign/Heritage Language

Select 16 credits of language if selecting Bachelor of Arts Degree 16.00

Total Credits 37.00

Program Requirements

Code	Title	Credits
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Communication Courses

Select 18 credits from the following: 18.00

COMM-201	INTRODUCTION TO MASS COMMUNICATION
COMM-250	INTRODUCTION TO JOURNALISM
COMM-300	EDITING FOR PRINT AND ONLINE
COMM-301	MEDIA RELATIONS
COMM-350	SPORTS COMMUNICATION
COMM-394/494	INTERNSHIP IN COMMUNICATIONS
COMM-400	ADVERTISING
COMM-405	MULTIMEDIA WRITING
COMM-440	SOCIAL MEDIA MARKETING
ENGL-304	WRITING FOR A DIGITAL AUDIENCE
ENGL-308	SURVEY OF PROFESSIONAL WRITING
ENGL-497	PROFESSIONAL WRITING PORTFOLIO

Select 9 credits from the following: 9.00

COMM-211 VIDEO PRODUCTION I

COMM-302	SCREENWRITING	
ENGL-330	WOMEN, GENDER, AND SEXUALITY IN LITERATURE	
COMM-345	INTERCULTURAL COMMUNICATION	
COMM-346	NONPROFIT MANAGEMENT	
COMM-347	NONPROFIT FUNDRAISING	
COMM-348	NONPROFIT GRANT WRITING	
COMM-380	ETHICAL ISSUES IN COMMUNICATION	
COMM-450	DIGITAL PHOTOGRAPHY	
ENGL-209	CREATIVE WRITING:NON-FICTION	
ENGL-212	CREATIVE WRITING:FICTION	
ENGL-305	ADVANCED WRITING AND COMMUNICATION	
ENGL-361	TECHNIQUES OF CREATIVE NONFICTION	
PITPT-119	ADOBE INDESIGN	
PITPT-139	ADOBE PHOTOSHOP	
Kinesiology Courses		
KIN-220	SOCIAL-CULTURAL ASPECTS OF SPORTS	3.00
KIN-425	ETHICAL DECISION-MAKING SPORT LEADERS	3.00
KIN-484	COMMUNITY RELATIONS IN SPORT	3.00
KIN-486	ORGANIZATION AND ADMINISTRATION OF HEALTH, PHYSICAL EDUCATION, RECREATION, ATHLETICS	3.00
KIN-487	SPORT ADMINISTRATION	3.00
KIN-488	SPORT FACILITIES AND EVENT MANAGEMENT	3.00
KIN-489	SPORT MARKETING AND ADVERTISING	3.00
KIN-494	INTERNSHIP IN KINESIOLOGY	3.00
Select 6 credits from the following:		6.00
HLTH-342	COMMUNITY HEALTH	
HLTH-352	TECHNOLOGIES FOR HEALTH AND WELLNESS PROFESSIONALS	
HLTH-354	ADDICTION AND PERFORMANCE	
HLTH-453	HEALTH PROMOTION	
KIN-221	HISTORY OF SPORT	
KIN-260	INTRODUCTION TO KINESIOLOGY AND HEALTH	
KIN-352	YOUTH SPORTS AND RECREATION	
KIN-410	SPORTS PSYCHOLOGY	
KIN-421	PHILOSOPHY OF SPORT	
KIN-485	SPORT LAW	
Senior Research/Project		
Select Communication option or Kinesiology option:		6.00
Communication option:		
COMM-498	SENIOR RESEARCH PROJECT DESIGN	
COMM-499	RESEARCH PROJECT AND SEMINAR IN COMMUNICATIONS	
Kinesiology option:		
KIN-498	SENIOR RESEARCH PROJECT I	
KIN-499	RESEARCH PROJECT/SEMINAR II	
Electives		
Select 20 elective credits		20.00
Total Credits		83.00

Sequential Plan of Study

Course	Title	Credits
First Year		
Fall		
ENGL-101	WRITING AND RHETORIC I	3.00

CORE	Oral Communication	3.00
CORE	Mathematical Ways of Knowing	3.00
CORE	Social & Behavioral Ways of Knowing	3.00
Program Requirements	Select COMM Selective course	3.00
Credits		15.00
Spring		
ENGL-102	WRITING AND RHETORIC II	3.00
CORE	Humanistic & Artistic Ways of Knowing	3.00
CORE	Scientific Ways of Knowing	3.00
CORE	Global Perspectives	3.00
Program Requirements	Select COMM Selective course	3.00
Credits		15.00
Second Year		
Fall		
CORE	Social & Behavioral Ways of Knowing	3.00
CORE	Humanistic & Artistic Ways of Knowing	3.00
Program Requirement	Select COMM Selective course	3.00
Program Requirement	Select KIN Selective course	3.00
Elective	Elective Credits	3.00
Credits		15.00
Spring		
CORE	Scientific Ways of Knowing	4.00
KIN-260	INTRODUCTION TO KINESIOLOGY AND HEALTH	1.00
KIN-484	COMMUNITY RELATIONS IN SPORT	3.00
Program Requirement	Select COMM Selective course	3.00
Program Requirement	Select KIN Selective course	3.00
Elective	Elective Credits	3.00
Credits		17.00
Third Year		
Fall		
KIN-220	SOCIAL-CULTURAL ASPECTS OF SPORTS	3.00
KIN-486	ORGANIZATION AND ADMINISTRATION OF HEALTH, PHYSICAL EDUCATION, RECREATION, ATHLETICS	3.00
Program Requirement	Select COMM Selective course	3.00
Program Requirement	Select COMM Selective course	3.00
Credits		12.00
Spring		
ENGL-405	MULTIMEDIA WRITING	3.00
KIN-425	ETHICAL DECISION-MAKING SPORT LEADERS	3.00
KIN-487	SPORT ADMINISTRATION	3.00
Program Requirements	Select COMM Selective course	3.00
Elective	Elective Credits	4.00
Credits		16.00
Fourth Year		
Fall		
COMM-498 or KIN-498	SENIOR RESEARCH PROJECT DESIGN or SENIOR RESEARCH PROJECT I	3.00
KIN-488	SPORT FACILITIES AND EVENT MANAGEMENT	3.00
KIN-494	INTERNSHIP IN KINESIOLOGY	3.00
Program Requirements	Select COMM Selective course	3.00
Elective	Elective Credits	3.00
Credits		15.00

Spring

COMM-499 or KIN-499	RESEARCH PROJECT AND SEMINAR IN COMMUNICATIONS or RESEARCH PROJECT/SEMINAR II	3.00
CORE	Integrative Seminar: Ethics & Values	3.00
KIN-489	SPORT MARKETING AND ADVERTISING	3.00
KIN-494	INTERNSHIP IN KINESIOLOGY	3.00
Elective	Elective Credits	3.00
Credits		15.00
Total Credits		120.00

Graduates with a BA/BS in Sport Media Studies go on to obtain careers in a variety of fields:

- Sports Information
- Journalism
- Broadcasting
- Digital Production
- Media Relations
- Promotion and Marketing