

Sports Communication

Course	Title	Credits	Semester Offered	Mode	Grade
Program Prerequisite (3 hours)					
COMM 1010	Essentials of Communication	3	All	Multi	
Required Courses (33 hours)					
COMM 1707	Introduction to Sports Communication	3	All	Online	
COMM 2507	Writing & Reporting for Sports Media	3	Spring	Campus	
COMM 2707	Sports Broadcasting	3	Spring	Campus	
COMM 3100	Communication Theory	3	All	Campus	
COMM 3507	Sports Public Relations	3	Spring	Online	
COMM 3707	Sports Branding & Advertising	3	Fall	Online	
COMM 3717	Issues & Ethics in Sports Communication	3	Fall	Online	
COMM 4000	Research for Communication Careers	3	All	Campus	
COMM 4507	Communication & Administration in Sports	3	Fall	Campus	
COMM 4707	Communication Management in Sports	3	Spring	Campus	
COMM 4890	Internship in Communication	3	All	Online	
Recommended Electives (6 hours)					
COMM 1030	Introduction to Social Media	3	All		
COMM 1070	Introduction to Communication Graphics	3	All		
COMM 1130	Writing for Communication	3	All		
COMM 1560	Audio Production	3	All		
COMM 2030	Social Media Branding	3	All		
COMM 2200	Video Production	3	All		
COMM 3030	Social Media Strategies	3	Spring		
COMM 3090	Photojournalism	3	All		
COMM 3140	Writing for Media Audiences	3	Spring		
COMM 3460	Multimedia Management	3	Fall		
HIST 3200	Sports in American History	3	Spring		
SOC 3270	Sociology of Sports	3	Varies		
PE 4740	Coaching Leadership & Administration	3	All		

Notes:

- Change COMM 4507 Sports Administration & Management to COMM 4507 Communication & Administration in Sports.
- Change COMM 4707 Theory & Research in Sports Communication to COMM 4707 Communication & Management in Sports.
- Add COMM 2707 Sports Broadcasting (Ryan Steinekert).
- Add COMM 3707 Sports Branding & Advertising (Dan Satter).
- Fall sports courses: 1707, 3707, 3717, 4507
- Spring sports courses: 2507, 2707, 3507, 4707