

COLLEGE OF LIBERAL ARTS AND SOCIAL SCIENCES

Sports Media

Professors: [Phyllis Scrocco Zrzavy](#)

Associate Professors: [Paul Bush](#), [Richard Roth](#)

A Bachelor of Arts degree is offered in Sports Media for traditional students.

A minor is offered in Sports Media.

The Sports Media program allows students to capitalize on two of the greatest strengths of Franklin Pierce University—our sports programs and the Marlin Fitzwater Center for Communication. Students will gain experience in all facets of sports communication, from play- calling to marketing, as they prepare themselves for entry-level positions as sports journalists, commentators, PR practitioners, or on-air broadcasters.

Major Requirements

In addition to all graduation requirements, the following courses must be completed successfully to fulfill the major requirements:

Core Courses (33 Credits)

COMM110 Journalism I
 COMM120 Introduction to Media Production
 COMM215 Sports Reporting
 COMM221 Multi-Camera Production
 COMM231 Diversity and Media or SPME260 Special Topics in SPME
 COMM310 Convergent Journalism
 SPME101 Foundations of Sports Media
 SPME250 Sports Media Production
 SPME300 International Sports Culture
 SPME400 Capstone in Sports Media
 SR310 Sports Marketing or MK335 Public Relations

Elective Course (6 credits)

Course(s) chosen with advisor approval. Must be 200-level or higher.
 SPME235, 236, 335, 336, 435,436 Sports Media Practicum (1 credit each, up to 6 semesters)
 SPME255, 355, 455 Internship in Sports Media (3-6 credits)
 SPME351 Sports Broadcasting
 Various Communication courses as well as relevant courses offered by other programs.

Minor Requirements

COMM110 Journalism I
 COMM120 Introduction to Media Production
 COMM215 Sports Reporting or COMM221 Multi-Camera Production
 SPME101 Foundations of Sports Media
 SPME235 & 236 Sports Media Practicum (2 credits)
 SPME250 Sports Media Production or SR310 Sports Marketing
 SMPE300 International Sports Culture

Recommended Curriculum Guide - Sports Media

First Year			
<i>Fall Semester</i>	<i>Credits</i>	<i>Spring Semester</i>	<i>Credits</i>

SPME101	Foundations of Sports Media	3	COMM110	Journalism I	3
GLE101	First-Year Inquiry Seminar	3	COMM120	Introduction to Media Production	3
GLE110	First-Year Composition	3	_____	GLE Elective	3
_____	GLE Elective	3	_____	GLE Elective	3
_____	GLE Mathematics or GLE Elective	3	_____	GLE Mathematics or GLE Elective	3
	Total	15		Total	15

Second Year

<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
COMM215	Sports Reporting	3	COMM231	Diversity and Media	3
COMM221	Multi-Camera Production	3	SPME250	Sports Media Production	3
_____	GLE Lab Science I	4	GLE230	Second-Year Composition	3
_____	GLE Elective	3	_____	GLE Lab Science II	3
_____	Elective	3	_____	Elective	3
	Total	16		Total	15

Third Year

<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
SPME300	International Sports Culture	3	SR310 <u>or</u> MK335	Sports Marketing <u>or</u> Public Relations	3
SPME310	Convergent Journalism	3	SPME__	300- or 400-level course	3
_____	Elective	3	_____	GLE Elective	3
_____	Elective	3	_____	Elective	3
_____	Elective	3	_____	Elective	3
	Total	15		Total	15

Fourth Year

<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
SPME__	300- or 400-level course	3	SPME400	Capstone in Sports Media	3
_____	Elective	3	_____	Elective	3
_____	Elective	3	_____	Elective	3
_____	Elective	3	_____	Elective	3
_____	Elective	3	_____	Elective	3

	Total	15		Total	15
				Total Credits	122

**One or more additional electives may be needed to fulfill general education requirements. See [General and Liberal Education \(GLE\)](#).*

The Sports Media Minor allows student majoring in a variety of related programs (Communications, Marketing, Sports & Recreation Management, etc.) to gain as secondary focus in the growing area of sports communication. Students will learn about the history and cultural impact of sports media, as well as have opportunities for hands-on experience in various facets of sports communication, such as play-calling and color commentary, sports marketing, and sports reporting.