

COLLEGE OF LIBERAL ARTS AND SOCIAL SCIENCES

Sports Media

Professors: [Phyllis Scrocco Zrzavy](#)

Associate Professors: [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)

SPME101 Foundations of Sports Media

COMM120 Introduction to Media Production

COMM211 Broadcast Journalism I

COMM215 Sports Reporting COMM231 Diversity and Media —OR— SPME260 Special Topics in SPME

SPME250 Sports Media Production SPME300 International Sports Culture SR310 Sports Marketing

COMM321 Single-Camera Production SPME400 Capstone in Sports Media

Elective Course (9 credits)

Course(s) chosen with advisor approval. Must be 200-level or higher.

COMM221 Multi-Camera Production

COMM311 Broadcast Journalism 2

COMM330 Media Criticism

COMM420 Advanced Media Production

SPME255, 355, 455 Internship in Sports Media (3-6 credits)

SPME260 Special Topics in Sports Media

SPME351 Sports Broadcasting

Recommended Curriculum Guide - Sports Media

First Year					
Fall Semester		Credits	Spring Semester		Credits
GLE101	First Year Inquiry Seminar	3	GLE120	First Year Composition II	3
GLE110	First Year Composition I	3	COMM110	Journalism I	3
SPME101	Foundations of Sports Media	3	COMM120	Introduction to Media Production	3

_____	GLE Elective	3	_____	GLE Elective	3
MT_____	GLE Mathematics or GLE Elective	3	_____	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

Note: By University policy, students must make a minimum standard of progress toward the completion of general education requirements by the end of the sophomore year, in order to achieve junior standing for course registration purposes.

Junior 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

Senior Year

<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
SPME_____	300- or 400-level course	3	SPMET410	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.

Minor Requirements

COMM120 Introduction to Media Production

COMM211 Broadcast Journalism 1 or COMM215 Sports Reporting SPME101 Foundations of Sports Media

SPME250 Sports Media Production

SMPE300 International Sports Culture

SPME351 Sports Broadcasting

First Year					
Fall Semester			Credits	Spring Semester	
SPME101	Foundations of Sports Media	3		COMM120	Introduction to Media Production
Sophomore Year					
Fall Semester			Credits	Spring Semester	
COMM211 or COMM215	Broadcast Journalism or Sports Reporting	3		SPME250	Sports Media Production
Note: By University policy, students must make a minimum standard of progress toward the completion of general education requirements by the end of the sophomore year, in order to achieve junior standing for course registration purposes.					
Junior Year					
Fall Semester			Credits	Spring Semester	
SPME300	International Sports Culture	3		COMM351	Sports Broadcasting

Program Courses

Course Code	Course Name
COMM120	Intro to Media Production
COMM211	Broadcast Journalism I
COMM215	Sports Reporting
SPME101	Foundations Sports Media
SPME250	Sports Media Production
SPME300	International Sports Cult
SPME351	Sports Broadcasting