

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

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.

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.

Program Courses

Course Code	Course Name
COMM110	Journalism 1
COMM120	Intro to Media Production
COMM215	Sports Reporting
COMM221	Multi-Camera Production

Course Code	Course Name
SPME101	Foundations Sports Media
SPME235	Sports Media Practicum
SPME236	Sports Media Practicum
SPME250	Sports Media Production
SPME300	International Sports Cult
SR310	Sports & Rec Marketing