COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
SPORTS MEDIA AND ANALYTICS MAJOR (SMA)
CHECKSHEET FOR STUDENTS GRADUATING IN CALENDAR YEAR 2022
AND FOR STUDENT DATE OF ENTRY UNDER UNDERGRADUATE CATALOG 2020-2021
DEPARTMENT OF COMMUNICATION

The Sports Media and Analytics Major requires 120 credits for graduation. The curriculum includes the following elements: Core Degree Requirements, Major Requirements, Major Electives, Pathways to General Education, Minor and Electives.

MAJOR REQUIREMENTS (I-II)
Sports Media and Analytics majors take 22 credits in Core Degree Requirements, 24 credits in courses specific to the major. See reverse for other requirements and “progress to degree” criteria. Only COMM, JMC and PR courses can meet degree and major requirements.

I. CORE DEGREE REQUIREMENTS (22 credits)—Required courses across all majors in Communication:
   ____ COMM 1004 First Semester Experience in Communication (1)
   ____ COMM 1014 Introduction to Communication (3)
   ____ COMM 2024 Media Writing (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
   ____ COMM 2034 Visual Media (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
   ____ COMM 2084 Media and Society (3)
   ____ COMM 2094 Communication and Issues of Diversity (3). Pre: 1016 or ENGL 1106
   ____ COMM 2124 Introduction to Communication Research (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
   ____ COMM 4024 Communication Law (3) Pre: Senior standing

II. MAJOR REQUIREMENTS (21 credits)—7 required courses for SMA majors:
   ____ COMM 1015 Communication Skills I (3)*
   ____ COMM 1016 Communication Skills II (3)*

   *Note: Alternative to COMM 1015-16 for transfer students entering the major after freshman year:
   ____ JMC 2004 Public Speaking (3) Pre: Sophomore standing
   ____ COMM 2014 Speech Communication (3)
   ____ JMC 2074 Introduction to Sports Media (3)
   ____ JMC 3154 Multimedia Reporting (3) Pre: COMM 2024, COMM 2034
   ____ JMC 3314 Sports Journalism (3) Pre: Junior standing, COMM 2024, COMM2034
   ____ JMC 4274 Broadcasting Performance (3) Pre: 3154
   ____ JMC 4834 Sportscenter (3) Pre: COMM 2024, 3314, 4274

III. MAJOR ELECTIVES (3 credits)—Select 1 course:
   ____ JMC 3114 Video Production: Studio (3) Pre: 2034
   ____ JMC 3174 Advanced Multimedia Reporting (3) Pre: 3154
   ____ JMC 3304 Topics in Sports Communication (3) Pre: Junior standing
   ____ JMC 3284 Data Journalism (3) Pre: COMM 2024, COMM 2034
   ____ PR 3344 Public Relations and Sports (3)
   ____ JMC 4064 Social Media Analytics (3) Pre: COMM2124
   ____ JMC 4094 Broadcast Management (3) Pre: Senior standing, 3154
   ____ JMC 4264 Social Media Theory and Practice (3) Pre: COMM 2034
   ____ JMC 4334 Communication Ethics (3) Pre: Junior standing
   ____ JMC 4344 Free Speech in Cyberspace (3) Senior standing.
   ____ JMC 4814 Digital Newsroom: Online (3) Pre: 3174
   ____ JMC 4824 Digital Newsroom: Broadcast (3) Pre: 3174
   ____ COMM 4974 Independent Study (Internship) (3)

Total COMM hours: 46

Prerequisites: Some courses listed on this checksheet have prerequisites. Be sure to consult the University Catalog and/or check with your adviser.
IV. PATHWAYS TO GENERAL EDUCATION (45 credits)
Sports Media and Analytics Majors are encouraged to broaden their education by sampling courses from many disciplines. Courses taken to meet Core Degree Requirements (see reverse) cannot double-count in Pathways.

<table>
<thead>
<tr>
<th>Pathways Core 1 Discourse</th>
<th>(9 credits)</th>
<th>(3)1f______</th>
<th>(3)1f______</th>
<th>(3)1a______</th>
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<tr>
<td>Pathways Core 2 Critical Thinking in the Humanities</td>
<td>(6 credits)</td>
<td>(3)_______</td>
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<tr>
<td>Pathways Core 3 Reasoning in the Social Sciences</td>
<td>(6 credits)</td>
<td>(3)_______</td>
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<tr>
<td>Pathways Core 4 Reasoning in the Natural Sciences</td>
<td>(6 credits)</td>
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<tr>
<td>Pathways Core 5 Quantitative &amp; Computational Thinking</td>
<td>(9 credits)</td>
<td>(3)5f______</td>
<td>(3)5f______</td>
<td>(3)5a______</td>
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<tr>
<td>Pathways Core 6 Critique &amp; Practice in Design &amp; Art</td>
<td>(6 credits)</td>
<td>(3)6a______</td>
<td>(3)6d______</td>
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<td>Pathways Core 7 Critical Analysis of Identity &amp; Equity in U.S.</td>
<td>(3 credits)</td>
<td>(3)_______</td>
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Pathways credits: 45

V. MINOR + ELECTIVES (29 credits)
In addition to Major and Pathways requirements, students must complete the following to reach 120 credits for graduation:

1. **Minor, cognate, or double major**—Beyond studies in Communication, students must build content knowledge in another area of focus by completing a minor or cognate (minimum 18 credits) or double major (credits vary by major). Students should NOT take COMM, JMC, or PR courses as part of this requirement.

2. **Electives**—Once students complete a minor or cognate, they still need hours for graduation. Students might consider education abroad, an internship, a field study, undergraduate research, independent study, or other non-required Pathways or foreign language courses. Students should NOT include COMM, JMC, or PR courses among these electives.

Minor and elective credits: 29

Total credits for graduation: 120

GRADUATION REQUIREMENTS
1. Minimum of 120 semester credit hours from the following categories: Core Degree Requirements, Major Requirements, Major Electives, Pathways to General Education, Minor and Electives.
2. Minimum of 46 credits in COMM, JMC or PR; maximum 48 credits in COMM, JMC or PR. Note: Accreditation standards require Sports Media and Analytics Majors to complete at least 72 hours outside COMM, JMC or PR.
3. Overall GPA of 2.0; major GPA 2.0, based on all COMM, JMC and PR courses the student has completed.
4. Courses taken in major to fulfill graduation requirements must be graded A-F (not pass/fail).
5. COMM, JMC and PR courses taken for a minor may NOT be counted toward major requirements.
6. Foreign Language—Requirement can be met in one of three ways:
   - 3 years of single foreign language in high school OR
   - 2 years of a single language in high school plus 1106 or equivalent in college OR
   - 1105-1106 or equivalent in college (This credit must be in addition to the 120 credits required for graduation.)

PROGRESS TOWARD DEGREE
A student will be certified as making satisfactory progress toward a degree by meeting these requirements:

- Completion of COMM 1004 within the first 3 classes (9 credits) in the major.
- Completion of COMM 1014 within the first 6 classes (18 credits) in the major. Minimum grade of C- required.
- Completion of COMM 2124 within the first 8 classes (24 credits) in the major.
- Overall GPA—Students who fall below 2.0 will follow university policies for probation and subsequent suspension if the GPA is not raised during the probation period.
- Major GPA—Students who fall below 2.0 in their major coursework will have one semester to regain the required GPA standards. All COMM, JMC and PR courses are included in this calculation. A student who fails to make satisfactory progress toward degree after that semester will be blocked from continuing in SMA or another Department of Communication major.