

SCHOOL OF COMMUNICATION
COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
SPORTS MEDIA AND ANALYTICS MAJOR (SMA)

CHECKSHEET FOR STUDENT DATE OF ENTRY UNDER UNDERGRADUATE CATALOG 2022-2023

The Sports Media and Analytics Major requires 120 credits for graduation. The curriculum includes 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 ADV, COMM, JMC, and PR courses can meet degree and major requirements.

I. CORE DEGREE REQUIREMENTS (22 credits)—Required across all majors for a BA 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:*
- _____ COMM 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 1114 Introduction to Media Production Technology (3)
- _____ JMC 3114 Video Production: Studio (3) Pre: 2034
- _____ JMC 3174 Advanced Multimedia Reporting (3) Pre: 3154
- _____ JMC 3284 Data Journalism (3) Pre: COMM 2024, COMM 2034
- _____ JMC 3304 Topics in Sports Communication (3) Pre: Junior standing
- _____ JMC 3324 Sports Play-by-Play Reporting (3)
- _____ JMC 3334 Sports as Entertainment (3)
- _____ JMC 3344 Sports Reporting by the Numbers (3) Pre: 3314, 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 4114 Photojournalism (3) Junior standing. Pre: COMM2034
- _____ JMC 4144 Magazine Writing (3) Junior standing. Pre: COMM 2024
- _____ JMC 4264 Social Media Theory and Practice (3)
- _____ 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.

Pathways Core 1 Discourse Select 3 courses	(9 credits)	(3) 1f _____	(3)1f _____	(3)1a _____
Pathways Core 2 Critical Thinking in the Humanities Select 2 courses	(6 credits)		(3) _____	(3) _____
Pathways Core 3 Reasoning in the Social Sciences Select 2 courses	(6 credits)		(3) _____	(3) _____
Pathways Core 4 Reasoning in the Natural Sciences Select 2 courses	(6 credits)		(3) _____	(3) _____
Pathways Core 5 Quantitative & Computational Thinking Select 3 courses	(9 credits)	(3) 5f _____	(3)5f _____	(3)5a _____
Pathways Core 6 Critique & Practice in Design & Art Select 2 courses	(6 credits)		(3)6a _____	(3)6d _____
Pathways Core 7 Critical Analysis of Identity & Equity in U.S. Select 1 course	(3 credits)		(3) _____	

Pathways credits: 45

V. MINOR + ELECTIVES (29 credits)

Besides Major and Pathways requirements, students must complete the following to reach 120 credits for graduation:

- Minor, cognate, or double major**—*Beyond* studies in Communication and Sports Media and Analytics, 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).
- 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 ADV, COMM, JMC, or PR courses** among these electives.

Minor and elective credits: 29

Total credits for graduation: 120

GRADUATION REQUIREMENTS

- Minimum of 120 semester credit hours from the following categories: Core Degree Requirements, Major Requirements, Major Electives, Pathways to General Education, Minor and Electives.
- Minimum of 46 credits in ADV, COMM, JMC, or PR; minimum 72 credits outside ADV, COMM, JMC, or PR.
- Overall GPA of 2.0; major GPA 2.0, based on all ADV, COMM, JMC, and PR courses the student has completed.
- Courses taken in major to fulfill graduation requirements must be graded A-F (not pass/fail).
- ADV, COMM, JMC, and PR courses taken for a minor may NOT be counted toward major requirements.
- 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 ADV, 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 School of Communication major.