# Bachelor of Arts in Communication

**Major:** Sports Media and Analytics (120 credits)

For students entering under UG Catalog 2023-2024

<table>
<thead>
<tr>
<th>Fall Semester Freshman Year</th>
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<th>Spring Semester Freshman Year</th>
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<td>Pathways Reasoning in the Natural Sciences</td>
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<td>Pathways Quantitative &amp; Computational Thinking</td>
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<td>Pathways Critique and Practice in Art and Design</td>
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<tr>
<td>COMM 2024: Media Writing *</td>
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<td>COMM 2094: Communication and Issues of Diversity *</td>
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<td>COMM 2124: Introduction to Communication Research *</td>
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<td>COMM 2034: Visual Media *</td>
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<td>COMM 2084: Media and Society</td>
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<td>Pathways Critique and Practice in Art and Design</td>
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<td>JMC 3314: Sports Journalism *</td>
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<td>JMC 3154: Multimedia Reporting *</td>
<td>3</td>
<td>M</td>
<td>JMC 4334: Communication Ethics *</td>
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<td>Pathways Critical Analysis of Equity and Identity in U.S.</td>
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<td>Sports Media and Analytics Elective (See back page)</td>
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<td>JMC 4834: Sportscenter *</td>
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<td><strong>TOTAL</strong></td>
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**Status:** C = Degree Core Required Course, M = Major Required Course, Numbers = Pathways to General Education Requirements.

* **Prerequisites:** Some courses on this checksheet have prerequisites. Please consult the University Course Catalog or check with your adviser about prerequisites.

# Students who transfer into the major after their freshman year may substitute ENGL 1105-1106 for COMM 1015-1016. Those transfer students should take COMM 2004 for Discourse 1a and COMM 2014 for one of their Reasoning in the Social Sciences 3 courses.

## MINORS & ELECTIVES

In addition to Core Degree (19 credits), Major (27 credits), and Pathways (45 credits) requirements, students must complete at least 29 credits in the following categories to reach 120 credits for graduation:

1. **Minor, cognate, or double major**—Beyond studies in Sports Media and Analytics and other mass communication disciplines, 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).

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

JMC 3114: Video Production: Studio (3) Pre: COMM 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
JMC 3334: Sports as Entertainment
JMC 3344: Sports Data Journalism (3) Pre: 3314, COMM 2024, COMM2034
JMC 4064: Social Media Analytics (3) Pre: COMM2124
JMC 4094: Broadcast Management (3) Pre: Senior standing, 3154
JMC 4114: Photojournalism (3) Junior standing. Pre: COMM 2034
JMC 4144: Magazine Writing (3) Junior standing. Pre: COMM 2024
JMC 4254: Topics in Multimedia Journalism (3) Pre: COMM 2024, COMM 2034
JMC 4264: Social Media Theory and Practice (3)
JMC 4334: Communication Ethics (3) Pre: Junior standing
JMC 4344: Free Speech in Cyberspace (3) Pre: Senior standing.
JMC 4814 Digital Newsroom: Online (3) Pre: 3174
JMC 4824 Digital Newsroom: Broadcast (3) Pre: 3174
COMM 4974: Independent Study (Internship) (3)
PR 3344: Public Relations and Sports (3)

GRADUATION REQUIREMENTS

1. Minimum of 120 semester credit hours total from the following categories: Core Degree Required Courses (19 credits), Major Required Courses (27 credits), Pathways to General Education Required Courses (45 credits), and Minor and Elective Courses (29 credits).
2. Minimum of 46 credits in ADV, COMM, JMC, and PR; minimum of 72 credits outside ADV, COMM, JMC, and PR.
3. Overall GPA of 2.0; major GPA 2.0, based on all ADV, 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. ADV, COMM, JMC, or PR courses taken for a minor or cognate may NOT be counted toward major requirements.
6. Foreign Language—Requirement can be met in one of three ways:
   • 2 years of single foreign or classical language or American Sign Language in middle or high school, **OR**
   • Credit by examination for a foreign or classical language or American Sign Language (This option is available only to students who learned a foreign language without the benefit of formal training.), **OR**
   • 6 college-level semester credits in a single foreign or classical language or American Sign Language. These credits are in addition to the 120 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 2084 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 (core requirements), 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 Sports Media and Analytics or another School of Communication major.
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: COMM2024
   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 (9 credits) (3) 1f____ (3)1f____ (3)1a____
Select 3 courses

Pathways Core 2 Critical Thinking in the Humanities (6 credits) (3)______ (3)______
Select 2 courses

Pathways Core 3 Reasoning in the Social Sciences (6 credits) (3)______ (3)______
Select 2 courses

Pathways Core 4 Reasoning in the Natural Sciences (6 credits) (3)______ (3)______
Select 2 courses

Pathways Core 5 Quantitative & Computational Thinking (9 credits) (3) 5f____ (3)5f____ (3)5a____
Select 3 courses

Pathways Core 6 Critique & Practice in Design & Art (6 credits) (3)6a____ (3)6d____
Select 2 courses

Pathways Core 7 Critical Analysis of Identity & Equity in U.S. (3 credits) (3)______
Select 1 course

Pathways credits: 45

V. MINOR + ELECTIVES (29 credits)
Besides 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 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).
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 ADV, 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 ADV, COMM, JMC, or PR; minimum 72 credits outside ADV, COMM, JMC, or PR.
3. Overall GPA of 2.0; major GPA 2.0, based on all ADV, 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. ADV, 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 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.