

SPORT MEDIA MAJOR

Professor Jess Baker, Program Director

Sport Media Program Mission

The mission of the Sport Media Program is to provide students with the ability to gain competencies and knowledge related to the field of sport media. Students in this Program will utilize experiential learning, case study analysis, and class projects to develop written and oral communication skills, the understanding of what role the media plays in both the sport industry and society, and the attributes needed to contribute to the industry upon graduation.

Program Description

Sport Media is an interdisciplinary major blending general education, communication, business administration, and sport business courses with internship/practicum experiences to prepare the graduate for media/communication opportunities in the sport industry. Classes also provide practicum opportunities, service learning and internship experiences that allow the student to work and gain experience with sport media organizations. The Program will culminate in a bachelor's degree in Business Administration with a major in Sport Media. The Program is closely aligned with UC athletics and the Sports Information Director (SID) in offering the student an experiential education throughout the four-year plan. The Program offers:

- An internship in the field of Sport Media during the senior year.
- Practical-based instruction from academic professionals with experience in the sports industry.
- Experiential opportunities to gain applied experience outside the classroom.
- Class assignments that prepare students for the work that is required in the sport industry
- In-class work focused on the application of knowledge gained.
- A 45-credit core for the Business Administration degree (BSBA) that prepares students for successful management, administrative, and leadership roles in sport business and business administration.
- An option for a concentration in another business discipline.

Graduates are prepared for sport-related career opportunities, including:

- Sport Information Director (SID)
- Assistant Athletic Director in Media and Communication
- Sport Broadcasting
- Sport Journalism
- Director of Sports Programming
- Media Relations Director
- Social Media Director
- Producer for Sport Programming

The Sport Media program has earned specialized business accreditation from the Accreditation Council for Business Schools & Programs (ACBSP). The Sport Media major is an in-seat residential program on the Charleston campus.

Sport Media Major Program Learning Outcomes

All BSBA students must fulfill the BSBA Core outcomes. In addition, Sport Media graduates will:

1. Develop, create and implement broadcasting, journalism and public relations skills for sport and event management.
2. Actively apply written, public speaking and personnel management skills in sport industry environments.
3. Demonstrate the ability to locate, evaluate and effectively utilize research information as a sport industry professional.

What You Will Study

The Sport Media major is part of the BS in Business Administration degree, requiring a foundational business administration core of 45 credits and 26 credits of Sport Media major courses. The Program includes experiential learning opportunities and a diverse selection of sport business classes to prepare the graduate for a sports industry career. Practicum and internship experiences are required to allow the student to work with a sports business organization.

The university's location in the hub of the region's business, financial, government, and medical center opens the door to many prospects for practical work experience. An internship in the sport industry is required for graduation. Students are encouraged to pursue regional, national, and international sport business internship opportunities.

Sport Media – Required Courses in Major		
Course	Title	Credits
SPBU 101	Introduction to Sport Business	3
SPBU 225	Sport Media	3
SPBU 298	Practicum Experience	1
SPBU 301	Sport Marketing	3
SPBU 380	Sport Journalism	3
SPBU 490	Senior Seminar	1
SPBU 498	Internship in Sport Business	3
ICOM 221	Introduction to Journalism	3
ICOM 305	Public Relations Campaigns	3
ICOM 364	Social Media Strategies	3
Required Credits in Sport Media Major:		26
Total Credits (45 BSBA Core + 17 SPBU + 9 ICOM):		71

Admission Requirements

Students must gain general admission to the University of Charleston.

Additional Requirements

Students must meet all General Education course requirements for graduation from the University of Charleston. In addition, students must achieve a "C" or higher grade in each Sport Business (SPBU) course

Sport Media majors must meet all University of Charleston graduation requirements and take and pass the Peregrine Major Exam in the last semester of the senior year with a C or above in Business Strategy (BUSI 450).

Completing a Double Major and/or an Associate Degree in Business

The design of the Sport Media major encourages students to complete a second major or a minor in another field through a judicious selection of elective courses. For example, a student may obtain a second major in a business major or an outside field such as Communications. Sport Media majors will also complete all the requirements for a Business Administration (BSBA) degree while pursuing their major. Students should consult program faculty to select all coursework to support the Sport Media major.

Sport Media Concentration

Students pursuing other BSBA majors can add a Sport Media concentration (12 credits). The concentration in Sport Media provides students with the knowledge and skills in sports writing and sports broadcasting. Aspects and competencies surrounding print, TV, radio, and social media within sports will be featured, as well as the ethical concerns relating to sports journalism. The 12 credit hours required for a concentration in Sport Media are:

Sport Media Concentration		
SPBU 101	Intro to Sport Business	3
SPBU 225	Sport Media	3
SPBU 380	Sport Journalism	3
ICOM 221	Intro to Journalism	3
	Total for Concentration:	12