SPORTS COMMUNICATION (SPRTCMN)

SPRTCMN 276 | SPORTS PHOTOJOURNALISM | 4 quarter hours (Undergraduate)
Visuals are an important part of sports journalism. This class teaches students how to use photography to tell visual stories about sports. Students will learn how to freeze action in a variety of sports and settings, including indoor, outdoor and water sports. Students will also learn how to make meaningful portraits of athletes, fans, and other actors in the sports world. Students do not need their own camera equipment to take this class. Cameras are available through the university equipment center. (*Course will be first offered in WINTER 2019)

SPRTCMN 290 | BOOK CLUB: THE SPORTING LIFE | 2 quarter hours (Undergraduate)
This is a two-credit book club class for students interested in reading books with a sports focus. Selections will include novels, biographies, collections of sports commentary, and history. If you have always wanted to join a book club, but didn't know where to get started, this course is for you. The emphasis is on reading for pleasure and lifelong learning. A variety of sports will be covered, such as tennis, football, baseball, ice skating, hockey and soccer. Discussions are a central part of the course.

SPRTCMN 300 | TOPICS IN SPORTS COMMUNICATION | 4 quarter hours (Undergraduate)
Course topic varies by term and focuses on a specific issue related to the study and practice of the field of sports communication. For a detailed course description, click the course link and view the Class Notes in the Enrollment Information tab.

SPRTCMN 308 | SPORTS & MASCULINITIES - A SURVEY OF HOW SPORTS INFORM GENDER IN AMERICAN CULTURE | 4 quarter hours (Undergraduate)
Organized sports, now an American institution, emerged in the late 19th and early 20th centuries as a reaction to the alleged feminization of men as Western culture completed its shift from an agrarian society to an industrial society. Organized sports - whether professional or amateur - contribute to an ideological account of men's supposed superiority over women. By "Sports" we refer in this class to organized activities that emphasize physical rather than cognitive ability although, clearly, both are required to compete successfully. Race, gender, socioeconomic status, and physical ability intersect to complicate masculinity and sports. Title IX and cable television are just two ways of thinking about how communication, media, and rhetorical claims have changed sports in the last 50 years, particularly with regard to gender. Students are invited to consider how sports and gender intersect with politics, economics, culture, and representation.

SPRTCMN 310 | SPORTS, MEDIA, AND SOCIETY | 4 quarter hours (Undergraduate)
This course examines the role of sports and media in shaping and reflecting culture and society. Students analyze media on topics such as journalism, programming, race, gender, sexuality, business, and power in a variety of media contexts. Students focus on ethical and social responsibility roles of various entities in sports media. (*Course will be first offered in WINTER 2019)

SPRTCMN 322 | LIVE SPORTS EVENT PRODUCTION | 4 quarter hours (Undergraduate)
This course is an introduction to the basic principles, procedures, and techniques needed for careers in Live Sports Event Production. Students explore the various aspects of sports television as it relates to entertainment, storytelling and journalism. This includes production of live events and studio shows, to programming, operations and new media. Students will get an inside look at the industry from award-winning professionals in an interactive class format, and also learn about careers in this field, such as producing, directing, announcing, and even technical roles.

SPRTCMN 323 | SPORTS PODCASTING | 4 quarter hours (Undergraduate)
Podcast listening and revenue have reached all-time highs. Sports podcasts, in particular, allow hosts and guests greater freedom to delve deeper into respective sports, games, and subjects than live radio and television. Podcasts are personal, portable, and flexible. Students may work individually or in groups in this course. Students will also produce a final podcast project that can be customized to the learning and career goals of individual students. Students do NOT need any previous radio or podcasting experience to succeed in this course. Some experience with Garageband or similar programs will definitely benefit students in this course. (Formerly SPRTCMN 389)

SPRTCMN 324 | SPORTS BLOGGING | 4 quarter hours (Undergraduate)
Students learn by doing in crafting interactive and engaging content for sports blogs focused on teams and leagues, including multimedia content, social media engagement and event coverage.

SPRTCMN 325 | SPORTS OPINION WRITING | 4 quarter hours (Undergraduate)
This course explores several forms of persuasive writing on sports: editorials, criticism, op-ed columns and personal columns. Course work emphasizes thorough reporting, critical thinking and sound argumentation along with effective, stylish writing adaptable to any medium. Class sessions include extensive discussion of professional practices, sophisticated writing techniques, ethics and legal issues.

SPRTCMN 326 | SPORTS MEDIA LAW | 4 quarter hours (Undergraduate)
Even as non-lawyers, it is important that professionals working in the sports industry have knowledge of applicable laws and ethical considerations. Students learn about the intersection between the media and sports businesses on legal topics such as management, contracts, regulations and intellectual property.

SPRTCMN 327 | SPORTS STATS AND ANALYTICS | 4 quarter hours (Undergraduate)
This class offers hand-on experience understanding how to calculate and analyze statistics and analytics that are key to the sports industry and sports media. Students learn how analytics influence games and teams and develop an understanding for the mathematical and statistical principles underpinning common data used in sports.

SPRTCMN 328 | SPORTS SOCIAL MEDIA | 4 quarter hours (Undergraduate)
Students learn how individuals, teams, leagues and other sports entities use sports media for branding, promotion and disseminating information. Students also learn by creating social media content and observing best practices for sharing information and multimedia about sports.

SPRTCMN 329 | SPORTS AUDIO PRODUCTION | 4 quarter hours (Undergraduate)
Students learn about various aspects of producing audio for sports in a variety of digital formats for multiple purposes, including game coverage, shows, pre and post-game coverage, podcast and other audio elements.

SPRTCMN 330 | SPORTS & MASCULINITIES | 4 quarter hours (Undergraduate)
Organized sports, now an American institution emerged in the late 19th and early 20th centuries as a reaction to the alleged feminization of men as our culture completed its shift from an agrarian society to an industrial society. Organized sports ? whether professional or amateur ? contribute to an ideological account of men?s supposed superiority over women. By ?Sports? we refer in this class to organized activities that emphasize physical rather than cognitive ability although, clearly, both are required to compete successfully and win. Race, gender, socioeconomic status, and physical ability intersect to complicate masculinity and sports. Title IX and cable television are just two ways of thinking about how communication, media, and rhetorical claims have changed sports in the last 50 years, particularly with regard to gender. Students are invited to consider how sports and gender intersect with politics, economics, culture, and representation.

SPRTCMN 331 | SPORTS BUSINESS NEWS | 4 quarter hours (Undergraduate)
Naming rights. Sponsorship deals. Labor agreements. The business of sports has become an essential element of sports journalism. In this class, we will practice several types of sports business stories, interact with leaders in the field, and learn the business language of the NFL, NBA, Major League Baseball and NHL.

SPRTCMN 337 | SPORTS CAMPAIGNS | 4 quarter hours (Undergraduate)
This class replicates the new business process for a public relations or sports marketing agency. Our partner firms provide two "real world" assignments from clients for a sports sponsorship or related sports business activity. Teams "compete" to win the business, which results in presentations to the agencies during the final. Students prepare a comprehensive new business pitch, including situation analysis, primary research, key insights, a big idea with tactical executions and evaluation. (*Course will be first offered in AUTUMN 2019)
PRAD 244 or PRAD 255 is a prerequisite for this class.

SPRTCMN 373 | SPORTS MEDIA ENTREPRENEURS | 4 quarter hours (Undergraduate)
Entrepreneurship is at the core of many aspects of digital sports media entities as new business and opportunities merge insight from sports communication and business training. This course provides students with a grounding in the process of planning, funding, launching, growing and managing a successful new sports media-related business; working in sports communication for an entrepreneurial venture; or freelancing/consulting. Through assignments, class discussions, site visits to entrepreneurial businesses and interaction with guest speakers, students will learn the risk, control and reward that comes with self-employment and working with startups in sports communication. (*Course will be first offered in SPRING 2019)

SPRTCMN 374 | SPORTS MEDIA RELATIONS | 4 quarter hours (Undergraduate)
Sports Media Relations is designed for sports communications, public relations and business students who require an understanding of how both sports-focused and general interest media outlets operate as they cover sports topics. The course will demonstrate how sports communication professionals and general communications professionals who work on sports projects can: 1) connect and build relationships with media outlets, reporters, editors, producers, bloggers and other media influencers, 2) operate as a conduit or facilitator between their teams, leagues, school athletic department and/or organization and media that cover them, and 3) use of digital and social media to reach both journalists and fans/customers. The course will examine sports media across the spectrum of journalistic standards and credibility levels. Taught by an instructor with both PR counseling and major media sports reporting experience, the course will provide insight into strategies and tactics that resonate with media, as well as how sports journalists work and think. The course taps the expertise of other sports media relations professionals - including from Chicago's professional and collegiate teams - and other sports journalists to explore how sports media relations is evolving in the changing landscape of traditional, digital and social media. (*Course will be first offered in WINTER 2019)
PRAD 255 and instructor permission are prerequisites for this class.

SPRTCMN 375 | SPORTS CONTENT CREATION | 4 quarter hours (Undergraduate)
Sports media content is increasingly produced using journalism skills by in-house talent working for teams, leagues and other entities outside of traditional news organization. In this course, taught by top professionals working at outlets such as ESPN and The Big Ten Network, students learn skills and approaches to navigating audiovisual and text content across platforms, including documentaries, social media, and streaming coverage.

SPRTCMN 376 | SPORTS CRISIS CMN MANAGEMENT | 4 quarter hours (Undergraduate)
This course focuses on crisis communication management efforts by sports-related organizations including sports leagues, governing bodies, and university athletic program as well as the misdeeds of sports officials, individual athletes and the organizations or sponsorships linked to them. The course will emphasize the practical application of theories, strategies, tactics, and messaging in the crisis management process. Additionally, there will be a focus on planning for and preventing crises as well as experience in managing full-blown crises including Stakeholder communication. (*Course will be first offered in SUMMER 2019)
PRAD 255 and instructor permission are prerequisites for this class.

SPRTCMN 396 | SPORTS COMMUNICATION CAPSTONE | 4 quarter hours (Undergraduate)
This culminating experience for Sports Communication majors integrates the knowledge and skills learned during their undergraduate years with a forward-thinking professional sports-focused curriculum designed to prepare students for the competitive 21st century workplace.
The course will cover such essential career-building topics as social media management, creating and leveraging a professional network; understanding effective teamwork strategies; ethical considerations in sports communication; and creating a plan and fine-tuning the skills needed to begin a career in the sports industry. Only SPRTCMN majors who have 144 hours or above are eligible to register for capstone. SPRTCMN majors may not earn credit for either CMN396 or PRAD396. (*Course will be first offered in SUMMER 2019)
Senior status and a major in Sports Communication are prerequisites for this class.

SPRTCMN 397 | FOX SPORTS UNIVERSITY | 4 quarter hours (Undergraduate)
Each year, we receive a specific real world assignment from Fox Sports involving one of their broadcast shows or major sports sponsorships. 20 students work in four groups of five over the quarter and compete to be selected by Fox Sports representatives as the winning marketing campaign. Students develop marketing, PR and sometimes advertising recommendations for the specific assignment. Students fully research the assignment, develop key insights, big ideas, complete tactical executions and evaluation. (*Course will be first offered in SPRING 2019)