The Bachelor of Arts degree in Sports Communication prepares graduates for careers that merge foundational communication skills with expertise in areas such as sports sales and marketing, public/community/media relations, media production in digital graphics, video editing, and social media analytics and management. The Sports Communication BA provides students a strong academic foundation analyzing the economic and societal impact of the sports industry to prepare them to make positive change in their communities as socially responsible communication professionals. DePaul Sports Communication majors will develop oral, written, and visual communication skills that will enable them to research, design, present, and evaluate messages across diverse contexts and from a variety of platforms, including social media and digital communication technologies. The combination of communication and business skills offered by the Sports Communication BA prepares students to enter new and emerging career paths in the sports industry.

**Learning Outcomes**

Students will be able to:

- Apply knowledge and critical thinking about sports in relation to culture, business, ethics, and communication theory to students’ intellectual and professional communication work.
- Engage critically with sports and its relationship to the communication pathways in the community, including formal societal power structures such as the law, government, politics, and private economic interests.
- Generate sports media content using a variety of modes and media in an ethical, meaningful, deliberate, and socially responsible manner in service to their communities.
- Analyze how sports and sports communication influence and are influenced by how people form, maintain, and manage a range of relationships, networks, and organizations.

**College Core Requirements (p. 1)**

**Modern Language Requirement (p. 1)**

**Modern Language Option (p. 1)**

All majors in the College of Communication consist of a four-course common core plus an additional combination of program requirements and electives.

**College Core Requirements**

Four core courses are required of all College of Communication students:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Quarter Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMN 101</td>
<td>INTRODUCTION TO HUMAN COMMUNICATION</td>
<td>4</td>
</tr>
<tr>
<td>CMN 102</td>
<td>INTRODUCTION TO MASS COMMUNICATION</td>
<td>4</td>
</tr>
<tr>
<td>CMN 103</td>
<td>INTERCULTURAL COMMUNICATION</td>
<td>4</td>
</tr>
<tr>
<td>CMN 104</td>
<td>PUBLIC SPEAKING</td>
<td>4</td>
</tr>
</tbody>
</table>

Students are encouraged to complete all four prior to taking additional coursework in the major.

**Modern Language Requirement**

Students who intend to graduate with a Bachelor of Arts degree in the College of Communication will be required to demonstrate a measure of competence in a modern language, as defined by the college. Such competence may be demonstrated in one of several ways:

- completing the last course in a second year high school course work in a modern language or Latin
- completing the last course in the first-year college sequence of any language
- completing a college course beyond the first-year level in any language
- achieving a satisfactory score on any of the Modern Language placement examinations administered at DePaul
- achieving a satisfactory rating in a proficiency examination accepted by DePaul
- achieving a score of 3 or higher on the Advance Placement (AP) test for any language (must be completed during high school)
- achieving a score of 5 or higher in the Language B assessment from a Standard or Higher Level International Baccalaureate (IB) program
- achieving a satisfactory score on the CLEP examination.

Modern Languages courses with an E-designation are taught in English and may not be applied to the Modern Language Requirement. Students with some modern language training should consult with the Modern Language Department about the course with which they should begin. Students with little or no previous work in the language will be required to complete the entire three-course introductory sequence.

**Modern Language Option**

The Modern Language Option is available to all BA students who wish to study a modern language beyond the level necessary to meet the College’s modern language requirement. Students selecting the option may substitute a three-course language sequence for three learning domain courses, or two upper-level courses in the same language for two learning domain requirements. Modern language option waivers cannot be applied to courses in the Math and Computing Domain or courses in the Scientific Inquiry domain. Modern Languages courses with an E-designation are taught in English and may not be applied to the Modern Language Option.

Any substitutions must be consistent with the principle that students complete at least one course in each learning domain.
Liberal Studies Requirements

Honors program requirements can be found in the individual Colleges & Schools section of the University Catalog. Select the appropriate college or school, followed by Undergraduate Academics and scroll down.

First Year Program | Hours
---|---
Chiago Quarter |  
LSP 110 or LSP 111 | DISCOVER CHICAGO or EXPLORE CHICAGO | 4
Focal Point |  
LSP 112 | FOCAL POINT SEMINAR | 4
Writing |  
WRD 103 | COMPOSITION AND RHETORIC I | 4
WRD 104 | COMPOSITION AND RHETORIC II | 4
Quantitative Reasoning |  
MAT 120 | QUANTITATIVE REASONING | 4
Sophomore Year |  
Race, Power, and Resistance |  
LSP 200 | SEMINAR ON RACE, POWER, AND RESISTANCE | 4
Junior Year |  
Experiential Learning |  
Required | 4
Senior Year |  
SPRTCMN 396 | SPORTS COMMUNICATION CAPSTONE | 4

1 Students must earn a C- or better in this course.
2 Readiness for MAT 120 is determined by the math placement test taken online after admission. Students may need to take developmental coursework prior to MAT 120. The MAT 120 requirement may be waived by passing a dedicated proficiency exam, or by credit earned for advanced math coursework at DePaul (MAT 135, MAT 136, MAT 147, MAT 148, MAT 149, MAT 150, MAT 151, MAT 152, MAT 155, MAT 156, MAT 160, MAT 165, MAT 170, MAT 171, MAT 172, MAT 174, MAT 177, MAT 178, MAT 180, MAT 181, or equivalent) or any transfer, CLEP, IB, or AP Calculus credit. Calculus course(s) may be used to fulfill any of the three QR/MCD requirements. 
3 Students declared in the Sports Journalism Concentration have the option to complete SPRTCMN 396, CMN 396 or JOUR 396 to fulfill the Senior Capstone.

Learning Domains

Arts and Literature (AL) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/arts-and-literature/)
- 2 Courses Required

Historical Inquiry (HI) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/historical-inquiry/)
- 2 Courses Required

- 2 Courses Required
- 1 CR Course and 1 SR Course

Philosophical Inquiry (PI) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/philosophical-inquiry/)
- 2 Courses Required

Religious Dimensions (RD) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/religious-dimensions/)
- 2 Courses Required

Scientific Inquiry (SI) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/scientific-inquiry/)
- 2 Courses Required
- 1 Lab Course and 1 SWK Course

Social, Cultural, and Behavioral Inquiry (SCBI) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/social-cultural-and-behavioral-inquiry/)
- 2 Courses Required

Note

Courses offered in the student’s primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the Experiential Learning requirement.

In meeting learning domain requirements, no more than one course that is outside the student’s major and is cross-listed with a course within the student’s major, can be applied to count for LSP domain credit. This policy does not apply to those who are pursuing a double major or earning BFA or BM degrees.

Major Requirements

All Sports Communication majors must complete the major core curriculum consisting of eight classes (32 hours) and a 4 course (16 hour) concentration in Sports Journalism, Sports Promotion and Publicity, or Sports and Society.

Sports Communication Core Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Quarter Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMNS 251</td>
<td>ORGANIZATIONAL COMMUNICATION</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 275</td>
<td>INTRODUCTION TO JOURNALISM</td>
<td>4</td>
</tr>
<tr>
<td>MGT 300</td>
<td>PRINCIPLES OF MANAGEMENT</td>
<td>4</td>
</tr>
<tr>
<td>MGT 340</td>
<td>LEADERSHIP IN SPORTS: LESSONS FOR COACHING IN THE WORKPLACE</td>
<td>4</td>
</tr>
<tr>
<td>MGT 356</td>
<td>INTRODUCTION TO SPORTS MANAGEMENT</td>
<td>4</td>
</tr>
<tr>
<td>MKT 301</td>
<td>PRINCIPLES OF MARKETING</td>
<td>4</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Name</td>
<td>Credits</td>
</tr>
<tr>
<td>------------</td>
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<td>---------</td>
</tr>
<tr>
<td>PRAD 255</td>
<td>PUBLIC RELATIONS</td>
<td>4</td>
</tr>
<tr>
<td>SPRTCMN 310</td>
<td>SPORTS, MEDIA, AND SOCIETY</td>
<td>4</td>
</tr>
</tbody>
</table>

Concentrations, tracks and specializations provide focus to the major. In addition to any college core requirements, liberal studies requirements and major requirements, students are required to choose one of the following:

- Sports and Society Concentration, Sports Communication (BA) ([https://catalog.depaul.edu/programs/sports-communication-ba/sports-society-concentration-sports-communication-ba/](https://catalog.depaul.edu/programs/sports-communication-ba/sports-society-concentration-sports-communication-ba/))
- Sports Journalism Concentration, Sports Communication (BA) ([https://catalog.depaul.edu/programs/sports-communication-ba/sports-journalism-concentration-sports-communication-ba/](https://catalog.depaul.edu/programs/sports-communication-ba/sports-journalism-concentration-sports-communication-ba/))
- Sports Promotion and Publicity Concentration, Sports Communication (BA) ([https://catalog.depaul.edu/programs/sports-communication-ba/sports-promotion-publicity-concentration-sports-communication-ba/](https://catalog.depaul.edu/programs/sports-communication-ba/sports-promotion-publicity-concentration-sports-communication-ba/))