

SPORTS AND SOCIETY CONCENTRATION, SPORTS COMMUNICATION (BA)

The Sports and Society concentration offers students the ability to create a customized mixture of skills in sports media production and critical/cultural analysis. Students tailor the combination of courses to their interest to further develop their critical thinking and communication skills to respond to specific, crucial needs they identify in the changing and growing sports communication job market. Students can blend classes in journalism, public relations, advertising, business, media studies, and communication studies to prepare for a broad variety of careers in the sports industry.

Course	Title	Quarter Hours
Select four of the following:		16
CMN 150	SMARTPHONE PHOTOGRAPHY (2.0 quarter hours) ²	
CMN 292	ADOBE CREATIVE CLOUD WORKSHOP (2.0 quarter hours) ²	
CMN 295	ADOBE INDESIGN (2.0 quarter hours) ²	
CMN 296	ADOBE AUDITION (2.0 quarter hours) ²	
CMN 297	ADOBE PREMIERE VIDEO EDITING (2.0 quarter hours) ²	
CMN 397	RESEARCH PRACTICUM ¹	
CMN 399	INDEPENDENT STUDY ¹	
CMNS 280	INTRODUCTION TO DIGITAL MEDIA SKILLS	
CMNS 307	TOPICS IN COMMUNICATION STUDIES (Topic: Gender & Sports)	
CMNS 308	TOPICS IN INTERCULTURAL COMMUNICATION (Topic: Sports Rhetoric)	
CMNS 358	DIVERSITY, LEADERSHIP, & TEAM BUILDING	
HSB 341	BEHIND THE SCENES WITH CHICAGO SPORTS ORGANIZATIONS	
HSB 344	BUSINESS OF ESPORTS	
HSB 353	EVENT SALES, SERVICE & PROMOTION	
HSB 398	SPECIAL TOPICS (Topic must be sports focused)	
IB 350	INTERNATIONAL BUSINESS SEMINAR	
JOUR 278	NEWS REPORTING	
JOUR 280	INTRODUCTION TO MULTIMEDIA JOURNALISM	
JOUR 309	SPORTS TALK & MULTIMEDIA	
JOUR 361	JOURNALISM LAW AND ETHICS	
JOUR 368	SPORTS REPORTING	
JOUR 376	TOPICS IN JOURNALISM (Topic: Sports Content Creation)	
JOUR 376	TOPICS IN JOURNALISM (Topic: Sports Producing)	
JOUR 377	SPECIAL TOPICS IN JOURNALISM (Topic: Online Sports Reporting)	

JOUR 377	SPECIAL TOPICS IN JOURNALISM (Topic: Opinion & Column Writing)
JOUR 377	SPECIAL TOPICS IN JOURNALISM (Topic: Sports Blogging)
MPOP 339	RADIO BROADCASTING
MPOP 351	TOPICS IN TELEVISION STUDIES (Sports related topics)
MPOP 363	TOPICS IN FAN STUDIES
MPOP 367	SPORTS FANDOM
MGT 398	SPECIAL TOPICS (Topic: Legal Issues in Sports)
MGT 398	SPECIAL TOPICS (Topic: San Diego Sports Consulting Project)
MKT 342	SPORTS SPONSORSHIP MARKETING
MKT 385	SPORTS SALES
MKT 398	SPECIAL TOPICS
PRAD 244	PRINCIPLES OF ADVERTISING
PRAD 292	DESIGN APPLICATIONS FOR PRAD PROFESSIONALS
PRAD 320	EVENT PLANNING
PRAD 337	PUBLIC RELATIONS CAMPAIGNS
PRAD 340	BRAND ACTIVATION AND CONSUMER PROMOTION
PRAD 363	THE MEETING OF SPORTS AND ADVERTISING
PRAD 375	COMMUNICATION LAW
PRAD 376	CRISIS COMMUNICATION MANAGEMENT
PRAD 383	BRANDED CONTENT
SPRTCMN 276	SPORTS PHOTOJOURNALISM
SPRTCMN 300	TOPICS IN SPORTS COMMUNICATION
SPRTCMN 308	SPORTS & MASCULINITIES - A SURVEY OF HOW SPORTS INFORM GENDER IN AMERICAN CULTURE
SPRTCMN 322	LIVE SPORTS EVENT PRODUCTION
SPRTCMN 323	SPORTS PODCASTING
SPRTCMN 324	SPORTS MEDIA PERSONAL BRANDING
SPRTCMN 325	SPORTS OPINION WRITING
SPRTCMN 326	SPORTS MEDIA LAW
SPRTCMN 327	SPORTS STATS AND ANALYTICS
SPRTCMN 328	SPORTS SOCIAL MEDIA
SPRTCMN 329	SPORTS AUDIO PRODUCTION
SPRTCMN 331	SPORTS BUSINESS NEWS
SPRTCMN 337	SPORTS CAMPAIGNS
SPRTCMN 373	SPORTS MEDIA ENTREPRENEURS
SPRTCMN 374	SPORTS MEDIA RELATIONS
SPRTCMN 375	SPORTS CONTENT CREATION
SPRTCMN 376	SPORTS CRISIS CMN MANAGEMENT
SPRTCMN 397	FOX SPORTS UNIVERSITY

¹ Students may take up to 4 hours of credit in this course toward graduation requirements.

² A maximum of 8 credits from two credit College of Communication courses can be applied to major requirements.