

BACHELOR OF ARTS, MAJOR IN MEDIA AND COMMUNICATION: SPORTS MEDIA CONCENTRATION

Sports Media

The Sports Media concentration prepares students to bring the excitement of sports to audiences everywhere. Students learn to report, produce, and create engaging content for traditional and digital platforms. Graduates are prepared for careers in sports broadcasting, sports journalism, and sports content production.

Requirements

All students declaring a major or minor in Media and Communication are required to receive a grade of C or better in all MCEM, MCFL, MCJR, MCOM, MCPA, and MCPD courses.

The University requires all undergraduate students to complete at least six hours of writing enhanced courses within the discipline, of which three hours must be advanced.

Additional information: Reference the Program Landing Page (<https://www.shsu.edu/programs/bachelor-of-arts-in-mass-communication/>) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

Code	Title	Hours
Bachelor of Arts, Major in Media and Communication: Sports Media Concentration		
Core Curriculum (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/)		
Component Area I (Communication)		6
Component Area II (Mathematics) ¹		3
Component Area III (Life and Physical Science)		8
Component Area IV (Language, Philosophy, and Culture) ²		3
Component Area V (Creative Arts)		3
Component Area VI (U.S. History)		6
Component Area VII (Political Science/Government)		6
Component Area VIII (Social and Behavioral Sciences) ³		3
Component Area IX (Component Area Option) ⁴		4
Degree Specific Requirements		
Foreign Language: WOLC 1411, WOLC 1412, WOLC 2311, WOLC 2312 ⁵		14
MATH 1342	Elementary Statistics ¹	3
MCOM 1130	Media Literacy ⁴	1
MCOM 1307	Introduction to Digital Social Media ³	3
MCOM 1330	Media, Culture and Society ²	3
MCOM 1332	Writing For Mass Media	3
MCOM 2371	TV & Film Production	3
MCOM 3026	Media Practicum	1
MCOM 4371	Mass Media Law And Ethics	3
NGLI 1101	Fundamentals of Research & Information Literacy	1
PHIL 2306	Contemporary Moral Issues	3
Major: Foundation		
MCJR 2362	News Reporting	3
MCJR 3366	Photojournalism	3
MCOM 1371	Audio Production & Performance ⁴	3
MCOM 3026	Media Practicum	2
MCPD 3374	Sports Media Production I	3
MCSM 1310	Introduction to Sports Media	3
MCSM 2312	Media, Sport and Social Impact	3
MCSM 3316	Public Relations & Sports	3

Concentration: Emphasis Prescribed Electives

Students must select one Emphasis from the following:⁶ 15

Emphasis 1: Sports Journalism

MCJR 3361	Broadcast News Reporting
MCJR 3364	Copyediting for News
MCJR 3365 or MCSM 3317	Broadcast Performance Sports Announcing & Commentary
MCJR 4365	Mobile & Social Reporting
MCJR 4367	Sports Reporting

Emphasis 2: Sports Broadcast Production

MCPD 3373	Multi-Cam Studio Production I
MCPD 3379	Multi-Cam Field Production I
MCPD 4374	Sports Media Production II
MCPD 4376	Advanced Audio Production
MCSM 3317	Sports Announcing & Commentary

Emphasis 3: Sports Public Relations

MCPA 2382	Strategic Design for Public Relations and Advertising I
MCPA 3381	Principles Of Public Relations
MCPA 3388	Sales and Marketing
MCPA 4385	Social Media & Branding
MCPA 4390	Campaigns for Public Relations and Advertising

Option A, B, or a Minor^{7, 8} 15

Total Hours 120

¹ MATH 1342 satisfies the Core Curriculum requirement for Component Area II (Mathematics).

² MCOM 1330 satisfies the Core Curriculum requirement for Component Area IV (Language, Philosophy, and Culture).

³ MCOM 1307 satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).

⁴ MCOM 1130 and MCOM 1371 satisfy the Core Curriculum requirement for Component Area IX (Component Area Option).

⁵ Four courses in one World Language are required.

⁶ Students must select one Emphasis from the following: Sports Journalism, Sports Broadcast Production, or Sports Public Relations. All coursework must be taken under a single chosen Emphasis.

⁷ Students will select from Option A, Option B, or a Minor. Option A consists of 15 semester credit hours in one Subject Area, and Option B consists of 15 semester credit hours in Business or any minor of their choosing. Any Minor can be paired with this degree; however, a Minor choice with more than 15 SCH will increase the total number of SCH for the degree program above the stated 120 SCH.

⁸ Courses counted toward minors may not be applied to concentrations.

Notes

Students must earn a 2.0 minimum overall GPA in all coursework.

Students must meet a 2.0 minimum overall major GPA in all major coursework.

Students must earn a 2.0 minimum SHSU GPA in all coursework.

Students must meet a 2.0 minimum SHSU major GPA in all major coursework.

All Media and Communication majors and minors must earn a grade of "C" or better in each Media and Communication course.

First Year

Fall	Hours	Spring	Hours
ENGL 1301 ¹		3 BIOL 1436	4
HSTY 1301 ²		3 ENGL 1302 ¹	3
MATH 1342 ³		3 HSTY 1302 ²	3
MCOM 1330 ⁴		3 MCOM 1332	3
MCOM 1371 ⁵		3 MCSM 1310	3
	15		16

Second Year

Fall	Hours	Spring	Hours
Component Area III (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 MCOM 1130 ⁵	1
MCJR 2362		3 MCOM 2371	3
MCOM 1307 ⁶		3 MCOM 3026	1
NGLI 1101		1 MCSM 2312	3
WOLC 1411 ⁷		4 POLS 2305 ⁸	3
		WOLC 1412 ⁷	4
	15		15

Third Year

Fall	Hours	Spring	Hours
Component Area V (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)		3 Concentration: Emphasis Prescribed Electives ⁹	3
Concentration: Emphasis Prescribed Electives ⁹		3 MCJR 3366	3
PHIL 2306		3 MCOM 3026	2
POLS 2306 ⁸		3 Option A, B, or a Minor ⁹	3
WOLC 2311 ⁷		3 WOLC 2312 ⁷	3
	15		14

Fourth Year

Fall	Hours	Spring	Hours
Concentration: Emphasis Prescribed Electives ⁹		3 Concentration: Emphasis Prescribed Electives ⁹	6
MCPD 3374		3 MCOM 4371	3
MCSM 3316		3 Option A, B, or a Minor ¹⁰	6
Option A, B, or a Minor ¹⁰		6	
	15		15

Total Hours: 120¹ Satisfies the Core Curriculum requirement for Component Area I (Communication).² Satisfies the Core Curriculum requirement for Component Area VI (U.S. History).³ Satisfies the Core Curriculum requirement for Component Area II (Mathematics).⁴ Satisfies the Core Curriculum requirement for Component Area IV (Language, Philosophy, and Culture) and the Degree Specific Requirements.⁵ Satisfies the Core Curriculum requirement for Component Area IX (Component Area Option) and the Degree Specific Requirements.⁶ Satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) and the Degree Specific Requirements.⁷ Four courses in one World Language are required.⁸ Satisfies the Core Curriculum requirement for Component Area VII (Political Science/Government).⁹ Students must select one Emphasis from the following: Sports Journalism, Sports Broadcast Production, or Sports Public Relations. All coursework must be taken under a single chosen Emphasis.¹⁰ Students will select from Option A, Option B, or a Minor. Option A consists of 15 semester credit hours in one Subject Area, and Option B consists of 15 semester credit hours in Business or any minor of their choosing. Any Minor can be paired with this degree; however, a Minor choice with more than 15 SCH will increase the total number of SCH for the degree program above the stated 120 SCH. Courses counted toward minors may not be applied to concentrations.**Notes**

Students must earn a 2.0 minimum overall GPA in all coursework.

Students must meet a 2.0 minimum overall major GPA in all major coursework.

Students must earn a 2.0 minimum SHSU GPA in all coursework.

Students must meet a 2.0 minimum SHSU major GPA in all major coursework.

All Media and Communication majors and minors must earn a grade of "C" or better in each Media and Communication course.

Concentration Emphasis Options

Emphasis 1: Sports Journalism

Code	Title	Hours
Concentration: Emphasis Prescribed Electives ⁹		
MCJR 3361	Broadcast News Reporting	3
MCJR 3364	Copyediting for News	3
MCJR 3365	Broadcast Performance	3
or MCSM 3317	Sports Announcing & Commentary	
MCJR 4365	Mobile & Social Reporting	3
MCJR 4367	Sports Reporting	3

Emphasis 2: Sports Broadcast Production

Code	Title	Hours
Concentration: Emphasis Prescribed Electives ⁹		
MCPD 3373	Multi-Cam Studio Production I	3
MCPD 3379	Multi-Cam Field Production I	3
MCPD 4374	Sports Media Production II	3
MCPD 4376	Advanced Audio Production	3
MCSM 3317	Sports Announcing & Commentary	3

Emphasis 3: Sports Public Relations

Code	Title	Hours
Concentration: Emphasis Prescribed Electives ⁹		
MCPA 2382	Strategic Design for Public Relations and Advertising I	3
MCPA 3381	Principles Of Public Relations	3
MCPA 3388	Sales and Marketing	3
MCPA 4385	Social Media & Branding	3
MCPA 4390	Campaigns for Public Relations and Advertising	3

The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX** plan and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The BA in Media and Communication: Sports Media Concentration is designed to provide graduates with the following marketable skills:

- News reporting and writing, including how to conduct interviews, cover games in person and write stories on deadline.
- Shooting and producing sports content, including live sports production and sports announcing and commentary.
- Handling public relations and creating social media for sports.
- Producing and creating content in various capacities for sports teams.