SPORTS MEDIA INDUSTRIES MINOR

Organized sports are one of the most popular forms of live and participatory entertainment, and produce vast quantities of mediated content. Virtually all professional sport, and increasingly much of amateur competition, is influenced by the importance of having the competitions shared with a wide range of audiences and utilizing diverse platforms to engage these fans. This content rich environment highlights how leagues, teams, players and coaches are each independent and interdependent brands, as well as creators and distributors of multimedia content. This volume of sports content creates new challenges for journalistic norms and storytelling techniques as well as new opportunities for the business of sports media management. The Sports Media Industries minor introduces students to a range of professional settings, activities and challenges related to the growth of sports media.

Minor Requirements

- The minor consists of 20 units.
- Students must have a declared major and at least a 2.5 cumulative GPA to be eligible.
- Minors are not eligible to secure internships through Annenberg’s Career Development Office.

Application Deadline

- FALL APPLICATION DEADLINE: All applications are due by 4:30 p.m. on the first Friday of the fall semester.
- SPRING APPLICATION DEADLINE: All applications are due by 4:30 p.m. on the first Friday of the spring semester.
- SUMMER APPLICATION DEADLINE: All applications are due by 4:30 p.m. on the first Friday after Commencement.
- Late applications will NOT be considered for admission.
- You may submit the application earlier, but applications will not be reviewed until after the first Friday of each semester.

Application Notification

- We will notify you of your admission status by the third Friday of the semester.
- Notification will be sent to your USC email account.

Required Core Course (4 units):
JOUR 350 Introduction to Sports Media (4 units)

Elective Courses (16 units):
Choose at least 16 units from the following:
COMM 387 Sports and Social Change (4 units)
JOUR 380 Sports, Business and Media in Today’s Society (4 units)
JOUR 432 Sports Commentary (4 units)
JOUR 441 Sports Reporting (2 units)
JOUR 480 Sports and Media Technology (4 units)
PR 453 Public Relations Strategies for Working with Athletes (4 units)
PR 454 Sports Public Relations (2 units)

For more information, please contact Annenberg Advisement and Academic Services at ascjadv@usc.edu.

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