


Sports Media Industries Minor



Expose yourself to a range of professional settings, activities and challenges related to the growth of sports media

Navigate the vast array of mediated content in one of the most popular forms of live and participatory entertainment

Assess the challenges for journalistic norms and storytelling techniques and new opportunities for the business of sports media management

Learn to cover sports utilizing diverse platforms

Required Core Course:

JOUR 350 Introduction to Sports Media (4 units)

Choose 16 units from the following electives:

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)

Unit total: 20 units