SPORTS COMMUNICATION, BACHELOR OF ARTS

Offered by Department of Communication (http://catalog.unk.edu/undergraduate/departments-programs/communication)

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General Studies

Foundational Core (Written, Math, Oral, Democracy)

Foundational Core courses (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses)

Including:

- JMC 100 Global Media Literacy

Portal

Select one course numbered 188 (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/portal-course)

Distribution

ENG 101 Introduction of Academic Writing

If ENG 101 is not taken as a prerequisite for ENG 102 then additional hours may be required to meet the 27 credit hour minimum in the Distribution Area of General Studies.

Aesthetics (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/aesthetics)

Humanities (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/humanities)

Social Sciences (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/social-sciences)

Natural Sciences (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/natural-sciences)

Analytical and Quantitative Thought (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/analytical-quantitative-thought)

Wellness (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/wellness)

Needed to reach 27 credit hour minimum in Distribution

Capstone

Select one course numbered 388 (http://catalog.unk.edu/undergraduate/general-studies/general-studies-courses/capstone-course)

BA Language requirement

Complete all required courses

Major Option

Complete all required courses

Minor or 2nd Major

Complete all required courses

Unrestricted electives

Needed to reach 120 credit hour minimum

Total Credit Hours

Students selecting a major in Sports Communication must fulfill a minimum 2.5 G.P.A. in the major.

Students selecting a major in Sports Communication must compile evidence of achievement particular to their chosen career field. Students will present this portfolio and discuss its contents with a Faculty Portfolio Committee in the semester prior to their graduation.

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Major Option

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Sports Communication Core Requirements

- JMC 112 Communication Software
- JMC 230 Integrated Marketing Communications
- JMC 414 Communications Law

Media Requirements

- JMC 226 Audio Production & Announcing
- JMC 250 Video Production Foundations
- JMC 319 Sports Writing for the Media
- JMC 329 Print Advertising Design
  or JMC 330 Publication Design
- JMC 339 Radio Workshop: Sports
- JMC 353 Sports at Antelope

Organizational & Relational Communication Requirements

- SPCH 370 Small Group Communication
- SPCH 451 Leadership Communication

Sports Communication Option Requirements

Select one of the following options:

**Option I**

Capstone Experience

- JMC 475 Internship in Mass Media (Select 2 credit hours of Internship.)
- JMC 497 Senior Portfolio

Electives

Select 3 credit hours of the following:

- JMC 220 Photojournalism
- JMC 300 Website Design
- JMC 309 Public Relations
- JMC 406 Commentary and Blogging
- SPCH 301 Introduction to Organizational Communication
- SPCH 453 Interviewing

**Option II**

Capstone Experience

- JMC 475 Internship in Mass Media (Select 3 credit hours of Internship.)
- JMC 497 Senior Portfolio

Electives

Select 2 credit hours of the following:

- JMC 220 Photojournalism
- JMC 300 Website Design
- JMC 309 Public Relations
- JMC 343 Video at Antelope
- JMC 406 Commentary and Blogging
- SPCH 301 Introduction to Organizational Communication
SPCH 453  Interviewing

| Total Credit Hours | 36 |

1 For specific language requirements see #2 of Bachelor of Arts Degree requirements (http://catalog.unk.edu/undergraduate/academics/degrees/ba).

2 A minor or second major is required for a complete degree program. The number of required electives needed to reach 120 total credit hours overall will depend upon the specific program chosen.