SPORTS COMMUNICATION, BACHELOR OF ARTS

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

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<th>Code</th>
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General Studies

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Foundational Requirements (LOPERs 1-4) 12
Including:

LOPER 2: Writing Skills
ENG 101 Introduction to Academic Writing

LOPER 3: Oral Communication Skills
SPCH 100 Fundamentals of Speech Communication

LOPER 4: Mathematics, Statistics, and Quantitative Reasoning
MATH 106 Quantitative Reasoning

Broad Knowledge Requirements (LOPERs 5-8) 12
Dispositional Requirements (LOPERs 9-10) 6
LOPER 9: Civic Competency and Engagement
JMC 100 Global Media Literacy

Wellness (LOPER 11) Optional 0

BA Language requirement
Complete all required courses 3 6

Program Specified Requirements 3

ENG 102 Special Topics in Academic Writing and Research

Major Option
Complete all required courses 36

Minor or 2nd Major
Complete all required courses 24

Unrestricted electives
Needed to reach 120 credit hour minimum 21
Total Credit Hours 120

Students selecting a major in Sports Communication must earn 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.

Major Option

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Sports Communication Core Requirements

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<tr>
<th>Code</th>
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<th>Credit Hours</th>
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<tbody>
<tr>
<td>JMC 112</td>
<td>Communication Software</td>
<td>3</td>
</tr>
<tr>
<td>JMC 230</td>
<td>Integrated Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>JMC 414</td>
<td>Communications Law</td>
<td>3</td>
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Media Requirements

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<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tr>
<td>JMC 219</td>
<td>Sports Writing for the Media</td>
<td>3</td>
</tr>
<tr>
<td>JMC 226</td>
<td>Audio Production &amp; Announcing</td>
<td>3</td>
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JMC 250 Video Production Foundations 2
JMC 329 Print Advertising Design 3
or JMC 330 Media Design
JMC 339 Radio Workshop: Sports 2
JMC 353 Sports at Antelope 2

Organizational & Relational Communication Requirements

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<tr>
<td>SPCH 370</td>
<td>Small Group Communication</td>
<td>3</td>
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<tr>
<td>SPCH 451</td>
<td>Leadership Communication</td>
<td>3</td>
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Sports Communication Option Requirements

Select one of the following options: 6

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 300 Website Design
JMC 309 Public Relations
JMC 322 Photojournalism
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 300 Website Design
JMC 309 Public Relations
JMC 322 Photojournalism
JMC 343 Video at Antelope
JMC 406 Commentary and Blogging
SPCH 301 Introduction to Organizational Communication
SPCH 453 Interviewing

Total Credit Hours 36

1 Math 106 or any approved LOPER 4 course. Students without sufficient preparation will also need to take the following, increasing the total credit hours needed:

- MATH 101

2 Designated courses with the appropriate content may be approved to satisfy one of the Broad Knowledge requirements plus LOPER 9 or Broad Knowledge plus LOPER 10. Courses may be approved to satisfy LOPER 9 or LOPER 10 alone. (Courses satisfying LOPER 9 or LOPER 10 alone must be 3 credit hours.) Students applying this option will need to take additional hours in other categories to meet the required GS hours.
For specific language requirements see #2 of Bachelor of Arts Degree requirements (http://catalog.unk.edu/undergraduate/academics/degrees/ba/).

Students are encouraged to take the Communications specific section of ENG 102.

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.