SPORTS COMMUNICATION, BACHELOR OF ARTS

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

Code  Title                                Credit Hours

General Studies

  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  Mathematics for Liberal Arts

  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  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

Code  Title                                Credit Hours

Sports Communication Core Requirements
  JMC 112  Communication Software  3
  JMC 230  Integrated Marketing Communications  3
  JMC 414  Communications Law  3

Media Requirements
  JMC 226  Audio Production & Announcing  3
  JMC 250  Video Production Foundations  2
  JMC 319  Sports Writing for the Media  3
  JMC 329  Print Advertising Design
  or JMC 330  Publication Design  3
  JMC 339  Radio Workshop: Sports  2
  JMC 353  Sports at Antelope  2

Organizational & Relational Communication Requirements
  SPCH 370  Small Group Communication  3
  SPCH 451  Leadership Communication  3

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 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  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.unl.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.