# 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 Requirements (LOPERs 1-4)*

Including:

- LOPER 2: Writing Skills
  - ENG 101 Introduction of 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)**

**Dispositional Requirements (LOPERs 9-10)**

**Wellness (LOPER 11)** Optional

**BA Language requirement**

Complete all required courses

**Program Specified Requirements**

**ENG 102** Special Topics in Academic Writing and Research

**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 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

### 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
**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

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.