## 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)
12

- **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

- **LOPER 5**
  - JMC 112 Communication Software
  - JMC 230 Integrated Marketing Communications
  - JMC 414 Communications Law
- **LOPER 6**
  - JMC 226 Audio Production & Announcing
  - JMC 250 Video Production Foundations
- **LOPER 7**
  - 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
- **LOPER 8**
  - JMC 413 Communications Law

### Specialized Requirements

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- **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 I

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

*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.*

### Total Credit Hours

36

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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.