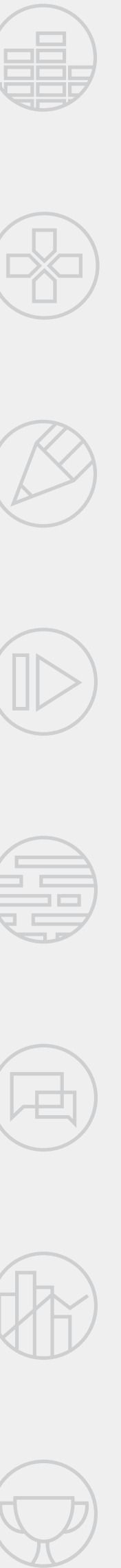




Degree PROGRAMS



Sportscasting

Undergraduate Degree Program - *Campus & Online*

OVERVIEW

The Sportscasting curriculum presents how new communication technologies are altering the way audiences consume content. By promoting responsiveness and distinction as a sportscaster, this degree equips you to grow within this arena and connect with modern sports fans. Sports media companies have expanded to reach their audiences through a wider array of communication platforms—social, mobile, digital, and virtual. Sports audiences that used to share only a few traditional platforms are becoming more varied and specific across the available methods for consuming media. Because of this changing landscape of the sports industry, creative professionals are in growing demand who understand new communication technologies and the communities who utilize them.

The evolving demands of the sports-content presentation field require you to first have a firm grasp of the core elements of great storytelling. These elements remain applicable to sports media across the board, whether it is among twenty-first-century platforms such as virtual reality experiences, game systems, and mobile devices or traditional platforms such as radio and television. You will explore the fundamentals of understanding audiences, multimedia storytelling, studio production, and broadcasting for advanced technology. The curriculum also provides you with practical opportunities to develop your personal style in processing, creating, and delivering content. This project-based curriculum will culminate with the creation and production of your own demo reel to position you for your entrance into the industry.

ASSOCIATE'S OBJECTIVE

The central goal of the Sportscasting Associate of Science degree program is to provide you a fundamental basis in the core elements of sports and media storytelling. You will develop and refine your skills in basic sports communication—including writing, presentation, and vocal performance. The degree program helps you focus on ways you can maximize your ability to connect with different audiences that would consume your content. You will learn how to utilize the principles of communication in a sports-specific context while implementing original content on multiple technology platforms.

Completing this program will enable you to pursue new and emerging entry-level pathways in the field of sportscasting, sports communication, and sports journalism, including positions such as sports producer, sports journalist, and digital sports content creator.

BACHELOR'S OBJECTIVE

The central goal of the Sportscasting Bachelor of Science degree program is to provide you a comprehensive grasp of the core elements of sports and media storytelling. You will develop refined skills in sports communication and sports journalism for presenting content through various media platforms. The degree program outlines the traits that have defined successful sportscasters and leaders throughout the radio, television, and digital eras of sports presentation and translates these characteristics for sportscasters across twenty-first-century sports-media outlets. You will learn the fundamentals of traditional sports storytelling, such as clear writing and vocal communication, as well as more advanced content-creation and studio-production techniques and their applications to emerging technologies and communication channels.

Completing this program will enable you to pursue career opportunities in sports media and sports presentation, including on-air and production positions for traditional news networks, digital sports channels, and new and developing platforms such as video game systems and virtual reality productions.

Sportscasting

Undergraduate Degree Program - *Campus & Online*

Campus

Chronological Course Schedule by Months

	MONTH	CODE	COURSES	CREDIT HOURS
Bachelor's Program	Associate's Program	1	GEN1011 Creative Presentation	3.0
			DEP1013 Psychology of Play	3.0
	2	BEM1001 Business in the Entertainment and Media Industries	4.0	
		ENC1101 English Composition I*	4.0	
	3	SCS1101 Introduction to Sportscasting	3.0	
	4	MCM1203 New Media Tools	4.0	
	5	SMM3411 Sports Digital Production	4.0	
	6	SCS2501 Broadcast Writing	4.0	
		BUS119 Project and Portfolio I: Personal Branding	3.0	
	7	HUM1505 Popular Culture in Media	4.0	
		PHY1020 Fundamentals of Physical Science*	4.0	
	8	MCM2651 Research in Media Communications	4.0	
		SCB228 Project and Portfolio II: Sportscasting	3.0	
		SCSC111 Professional Development Seminar I: Sportscasting*	1.0	
	9	SCS3201 Vocal Training for Sportscasting I	4.0	
		MGF1213 College Mathematics	4.0	
	10	SCB239 Project and Portfolio III: Sportscasting	3.0	
		SCSC222 Professional Development Seminar II: Sportscasting*	1.0	
	11	ENC326 Professional Writing*	4.0	
		SCS3351 Diversity in Modern Media	3.0	
12	MKT2418 Fundamentals of Public Relations	4.0		
13	SCS4621 Broadcast for Advanced Technology I	3.0		
	SCS3401 Vocal Training for Sportscasting II	3.0		
14	SCB348 Project and Portfolio IV: Sportscasting	3.0		
15	MAN3152 Leadership and Organizational Behavior	4.0		
	SCS3521 Advanced Interviewing for Sportscasting	4.0		
16	SCB359 Project and Portfolio V: Sportscasting	3.0		
17	MCM4429 New Media Formats	4.0		
	BUL3514 Intellectual Property	4.0		
18	SCS4111 Advanced Reporting and Practice	4.0		
	SCB469 Project and Portfolio VI: Sportscasting	3.0		
19	SMM3112 Sports Business Models	3.0		
	SCS4761 Broadcast for Advanced Technology II	4.0		
20	SCB479 Project and Portfolio VII: Sportscasting	3.0		
	SCSC444 Career Readiness: Sportscasting*	4.0		

BACHELOR'S TOTAL CREDIT HOURS: 120

BACHELOR'S TOTAL WEEKS: 80

ASSOCIATE'S TOTAL CREDIT HOURS: 60

ASSOCIATE'S TOTAL WEEKS: 40