

SPORTS MEDIA MINOR

Sports Media is a rapidly growing area of study in colleges and universities. Digital and social media have created new audiences and new content channels that are seeking professionals with a full set of competencies—writing, video, photography, social media, data analytics and communication skills—to meet their demand. The minor in Sports Media will allow students across all majors to develop those competencies and gain hands-on experience in sports media content creation.

Students will gain a foundation in the methods and techniques for communicating about sports in a variety of formats and media. Students will also participate in a robust practicum program, producing professional-grade content to be utilized by Vanguard Athletics and resulting in a professional portfolio of work for the student to showcase to prospective employers.

Sports Media Minor Requirements

Code	Title	Units
COMM-125	Introduction to Filmmaking	1
COMM-395	Sports Media	3
COMM-404	Social Media	3
COMM-454	Sports Media Practicum	1-3
ENGL-235	Introduction to Journalism	3
Take one of the following:		3
COMM-222	Photography	
COMM-229	Intermediate Filmmaking Production	
Take six units from the following:		6
COMM-378	PR: Corp Comm, Information, and Mgmt	
COMM-381	Photojournalism	
COMM-385	New Media Production	
COMM-389	Visual Storytelling: Documentary	
MRKT-360	Principles of Marketing	
MRKT-370	Action Sports Marketing	
DSCI-350	Data Mining	
Total Units		20-22

