

SPORTS MEDIA MINOR

The Minor in Sports Media prepares students for diverse careers in one of the fastest-growing media industry sectors. Students learn about the history and techniques of sports communications while gaining practical experience in journalism, public relations, entertainment broadcasting, and social media management of league and team-produced content and athlete-curated messaging.

Market research indicates the global sports media market size value is projected to reach \$1.16 billion by 2032. Additionally, the rising popularity of women's sports offers new opportunities for media professionals, including a rise in sports public relations. Career options include

- Sports journalist (print/broadcast/podcast/blog)
- PR for athletics organizations, agencies, or sports game industry
- Sports photography/videography – journalism/corporate/private
- Media trainer
- Broadcaster and analyst
- Digital media editor
- Social media producer/developer
- Athlete celebrity management

The minor complements other programs like journalism and public relations, media arts, photography, kinesiology, marketing, sociology, computer animation and game development, and communication studies. Students in other majors can pursue their interest in sports and build the groundwork for multiple career paths.

Course Requirements for the Minor

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

Course	Title	Units
Foundation		
JOUR 265	Survey of PR and Media Relations	3
JOUR 275	Introduction to Sports Media	3
JOUR 335	Sports Coverage in Media	3
MADT 362	Media Performance	3
Applied		
Select two of the following: ¹		6
JOUR 300	Crisis Communication	
JOUR 325W	Magazine Writing (W)	
JOUR 329	News Laboratory/The Orion ²	
JOUR 353	Photojournalism	
MADT 363	Broadcast News	
Analytical		
Select one of the following: ¹		3
AFAM 211	Sport, Power, and African American Athletes	
KINE/SOCI 346	Sport and Society	
MKTG 482	Sports Marketing	
Total Units		21

¹ Students majoring in journalism may not take Journalism (JOUR) courses and must select nine units from AFAM 211, KINE 346/SOCI 346, MADT 363, and MKTG 482.

² JOUR 329 may only be taken once.