

# SPORTS MEDIA (SPM)

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## SPM 2843 Sports and the Media

**Prerequisites:** Departmental majors only.

**Description:** The introductory course for sports media majors. Sports is a major industry in the United States today, and this course is designed to study that industry and the opportunities for and responsibilities of the journalists who cover it. Topics covered include the evolution of the sports media, sports media relations, ethics and the sports media, racial and gender issues in sports and the media, and multimedia sports journalism in the 21st century. Course previously offered as JB 2843.

**Credit hours:** 3

**Contact hours:** Lecture: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

## SPM 3500 Sports Media Internship

**Prerequisites:** MMJ 3263 and MMJ 3153 or (SC 3353 and SC 3753) with a grade of "C" or better and consent of instructor; and pass proficiency review.

**Description:** Internship practice for qualified sports media students who wish creative communications experience beyond that available in the classroom. Course previously offered as JB 3500. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-3

**Contact hours:** Other: 1

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Media & Strategic Comm

## SPM 3783 Sports Public Relations

**Prerequisites:** SPM 2843 and MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and pass proficiency review.

**Description:** Provides an overview and introduction to the practice of public relations within the sport industry. The primary focus of the course is on the role of public relations in all aspects of sport, fundamentals of sport publicity and promotional campaigns. Course previously offered as JB 3783.

**Credit hours:** 3

**Contact hours:** Lecture: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

## SPM 3813 Sports Reporting Across the Media

**Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or higher in both; and pass proficiency review.

**Description:** This course provides an introductory reporting course specifically for aspiring professionals of major sectors of the sport media industry (i.e., television, internet sites, public relations, newspapers, radio, Twitter and magazines). Students learn the basics of game summaries, keeping accurate statistics, conducting interviews, structuring stories, incorporating quotes in sports media content, all while adhering to AP style and ethical standards of journalism and communications professionals.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Media & Strategic Comm

## SPM 3843 Contemporary Sports Media

**Prerequisites:** MC 2003 and MC 2023 with grade of "C" or better in both; and pass proficiency review.

**Description:** Contemporary Sports Media will examine ethical and cultural considerations of the sports media as they pertain to sports gambling, drugs in sports, athletes and crime, privacy of athletes, gender and race in sports, international sports, labor issues in sports, and how the Internet is changing sports coverage.

**Credit hours:** 3

**Contact hours:** Lecture: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

## SPM 3863 Electronic Sports Reporting

**Prerequisites:** MMJ 3153 and MMJ 3263 with a grade of "C" or better; and pass proficiency review.

**Description:** Introduces students to various types of radio and television sports stories in the media. Students will learn to write in the aural style for broadcast/Web cast format. The course will emphasize other performance situations, such as producing and anchoring radio and television sportscasts. Students will be graded based on a combination of projects and testing.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Media & Strategic Comm

## SPM 4053 Sports Announcing

**Prerequisites:** MMJ 3153 and MMJ 3263 with a grade of "C" or better; and pass proficiency review.

**Description:** Focuses on the theory and practice of electronic media sports coverage, with an emphasis on the role, skills and practices of radio and TV sports announcers and electronic sports media journalism. The class includes play-by-play broadcasts and a class project. Course previously offered as JB 4053.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Media & Strategic Comm

## SPM 4560 Specialized Sports Media Applications

**Prerequisites:** SPM 2843, and (SC 3353 or MMJ 3263 or MMJ 3153 with a grade of "C" or better); and pass proficiency review.

**Description:** Professional sports media at an advanced level. Special topics in areas such as sports media production, announcing, performance; sports feature, column and editorial writing. Course content varies by semester. No credit for students in MC 5560 during same semester or with same subtitle. Course previously offered as JB 4560. Offered for fixed 3 credit hours, maximum of 6 credit hours.

**Credit hours:** 3

**Contact hours:** Other: 3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Media & Strategic Comm

**SPM 4813 Sports Media Production**

**Prerequisites:** SPM 2843 and MMJ 3263 and MMJ 3913 with a grade of "C" or better; and pass proficiency review.

**Description:** After completing this course students will be able to develop, write, pre-produce, produce, perform as talent and post-produce programming for broadcast sports media. By becoming proficient with specific production and performance techniques, you will be qualified to pursue an internship and/or employment with a media organization. Previously offered as JB 4813.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Media & Strategic Comm

**SPM 4833 Sports Information Systems**

**Prerequisites:** MMJ 3263 or SPM 3813 or SC 3353 with a grade of "C" or higher; and pass proficiency review.

**Description:** This course teaches basic skills needed to work in sport public relations/sport media relations. Students produce their own game stories, learn basic AP Style sports writing, Stat Crew software, how to keep and record statistics, and best practices for using social media and handling crises communication in sports.

**Credit hours:** 3

**Contact hours:** Lecture: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

**SPM 4853 Advanced Sports Writing**

**Prerequisites:** SPM 2843 and SPM 3813 and MMJ 3263 with a grade of "C" or better in each; and pass proficiency review.

**Description:** Advanced sports writing and reporting, which includes a wide variety of writing and reporting assignments, leading to an emphasis on enterprise and investigative reporting, as well as long-form features. Final projects should be of such quality to serve as the lead products in individual student portfolios. Same course as JB 3853 and SPM 3853.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Media & Strategic Comm

**SPM 4883 Sports Media Capstone**

**Prerequisites:** SPM 3863 and either SPM 3853 or SPM 4813 each with a grade of "C" or better; and pass proficiency review.

**Description:** Capstone course for multimedia sports majors, giving them the opportunity to apply the skills they have learned to a final project that will be coordinated with a media outlet with the goal of publication. In addition, students will work on writing for print and electronic media, multimedia sports programming, management skills, and ethics and cultural issues in sports media. Course previously offered as JB 4883.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Media & Strategic Comm

**SPM 4933 Sports Information Capstone**

**Prerequisites:** SC 3783 and SC 3953 and SC 3353 and SC 3753 and SPM 3813 with a grade of "C" or better in each; and pass proficiency review.

**Description:** This course examines critical, contemporary issues, and teaches skills and best practices needed for sports information and the sports public relations profession. Particular focus is placed on best practices and responses in the digital age.

**Credit hours:** 3

**Contact hours:** Lecture: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

**SPM 4980 Advertising Competitions**

**Credit hours:** 3

**Contact hours:** Lecture: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm