SPORTS MEDIA (SPM)

SPM 1883 Introduction to eSports
**Description:** This course introduces students to eSports. Students will learn about this history of eSports, the rapidly growing world of gaming, genres, streaming, lifestyle, careers, and the various eSports communities to understand how their different roles affect each other. We will begin to explore ways in which eSports are deeply rooted within media and broadcasting. Students will be able to demonstrate their ability to work as a group through team building exercises and effective team communication.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

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

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 Contact: 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 9 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**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 Contact: 4

**Levels:** Undergraduate

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

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

SPM 3843 Contemporary Sport Consumption
**Prerequisites:** MC 2003 and MC 2023 with grade of "C" or better in both; and pass proficiency review.

**Description:** Contemporary Sport Consumption will examine ethical and cultural considerations of the sports media as they pertain to case studies in sports promotion, NIL (Name, Image, and Likeness), 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 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

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

SPM 3863 Electronic Sports Reporting
**Prerequisites:** MMJ 3153 and MMJ 3263 and SPM 3813 each with a grade of "C" or better and pass proficiency review.

**Description:** This course 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 Contact: 4

**Levels:** Undergraduate

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

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

SPM 3880 Topics in eSports
**Description:** Special topics in the field of eSports such as: eSports history, on-air talent, broadcasting, competition management, program coordination, brand management, promotion and advertising. Course content varies by semester. Each topic covered in the course is intended to broaden students’ horizons on the scope of, and ability to participate in, the eSports universe. No credit for students with previous credit for this course with same subtitle. Offered for variable credit, 1-3 credit hours, maximum of 9 credit hours.

**Credit hours:** 1-3

**Contact hours:** Lecture: 1-3 Contact: 1-3

**Levels:** Undergraduate

**Schedule types:** Lecture

**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: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
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: Contact: 3 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 Contact: 4
Levels: Undergraduate
Schedule types: Lab, Lecture, Combined lecture and lab
Department/School: Media & Strategic Comm

SPM 4833 Sports Information Systems
Prerequisites: MMJ 3263, SC 3353 or SPM 3813 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, apply AP Style sports writing, utilize statistical 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 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Media & Strategic Comm