

B.A. in Sports Communication & Media

Academic Program Guide for New First-Year Students (Effective Fall 2023)
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Students who entered Rowan University prior to Fall 2018 should follow the guide for their program and start year in consultation with their advisor.

Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of "D-" or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
 - An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
 - Rowan Core & Rowan Experience designations are listed in course details in Section Tally (www.rowan.edu/registrar) and may also be searched on that site under "Attributes." A list of Rowan Core courses is here: <https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List>.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

Program-Specific Graduation Requirements for this Major / Degree

- Students must receive a grade of C- or better in all Major courses.

Rowan Core Requirements¹

Students must satisfy all six Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy. With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.

- (COML) Communicative Literacy: *Must be met by the following three courses or their official equivalents:*
 - COMP 01111 College Composition I (3 sh) COMP 01112 College Composition II (3 sh) CMS 04205 Public Speaking (3 sh)
- (ARTL) Artistic Literacy *Recommendation from major:*
- (GLBL) Global Literacy *Recommendation from major:*
- (HUML) Humanistic Literacy *Recommendation from major: JRN 02101*
- (QNTL) Quantitative Literacy *Recommendation from major:*
- (SCIL) Scientific Literacy *Recommendation from major:*

Subtotal of credits counted in this section: 9 sh

Rowan Experience Requirements

Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.

- (LIT) Broad-Based Literature Attribute *Recommendation from major:*
- (WI) Writing Intensive Attribute *Recommendation from major: SPRT 09401 (3 sh counts under major)*
- (RS) Rowan Seminar Attribute² *Recommendation from major:*

Non-Program Courses (minimum 18 sh)

Courses in this section cannot be in the major department.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits

Subtotal: 18 sh

¹ The Rowan Core requirements are waived for transfer students with an earned A.A. or A.S. degree from a NJ community/county college.

² The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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Major Requirements (40 sh)

SUMMARY OF MAJOR REQUIREMENTS

- 22 sh of Core Courses
- 12 sh of Concentration Courses
- 6 sh of Related Electives from within or across any of the other concentrations
- 40 sh total

Core COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
SPRT 09101	Introduction to Sports CaM				1
JRN 02205	Journalism Principles and Practices	Prereq: CCI			3
RTF 03725	Applied Media Aesthetics				3
CMS 04223	Sports Comm., Culture & Identity	Prereq: CCII			3
JRN 02210	Journalistic Writing	Prereq: CCI			3
PR 05350	Strategic Communication Overview	Prereq: CCII			3
SPRT 09301-3	Internship Sports CaM I, II or III	Prereq: 60 sh and GPA 2.5			3
SPRT 09401	Senior Seminar Sports CaM	Prereq: 90 sh			3
Subtotal: 22 sh					

CONCENTRATIONS (12 sh) Students take 12 credits in one of the following concentrations: *Sports Journalism, Communication Studies & Sports, Sports Public Relations/Advertising, RTF Sports Production, or Esports.*

Sports Journalism

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
JRN 02310	News Reporting I	Prereq: Journalism Principals & Practices			3
JRN 02321	Digital Journalism I	Prereq: Journalism Principals & Practices			3
JRN 02361	Sports Journalism I	Prereq: 45 sh			3
JRN 02362	Sports Journalism II	Prereq: Sports Journalism I			3
Subtotal: 12 sh					

Communication Studies & Sports

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
CMS 04395	Rhetoric of Sport	Prereq: CCII			3
CMS 04323	Images of Athletes in Pop. Culture	Prereq: CCII			3
CMS 04319	Organizational Comm. in Sport	Prereq: CCII			3
CMS 04327	Women & Nonbinary Ids in Sports Comm.	Prereq: CCII			3
CMS 04333	Sp. Topics in Sports Communication	Prereq: CCII			3
Subtotal: 12 sh					

Sports Public Relations & Advertising

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
PR 06306	Social Media & Sports Comm.	Prereq: Strat Comm Overview OR Intro PR & Intro Ad			3
PR 06307	Sports Entertainment & Event Plan.	Prereq: Strat Comm Overview OR Intro PR & Intro Ad			3
PR 06308	Rep. Manage. & Crisis in Sport	Prereq: Strat Comm Overview OR Intro PR & Intro Ad			3
PR 06309	Sports Branding & Fan Relations	Prereq: Strat Comm Overview OR Intro PR & Intro Ad			3
Subtotal: 12 sh					

RTF Sports Production

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
RTF 03345	Live Event TV & Video Prod.	Prereq: Foundations of Media Prod. & TV Prod.			3
RTF 03346	Sports TV Production	Prereq: Foundations of Media Prod. & TV Prod.			3
RTF 03396/JRN 02326	Sports Broadcasting I	Prereq: Journalistic Writing			3
RTF 03397/JRN 02327	Sports Broadcasting II	Prereq: Sports Broadcasting I			3
Subtotal: 12 sh					

