

# Sportscasting Certificate

## Degree Type

Certificate

## Environment

online

## Program Length

28 weeks

## Overview

Aspiring sportscasters often dream of working in front of the camera. While positions on screen may be the most obvious roles involved in this arena, a variety of broadcast careers exist behind the scenes, spanning the many departments in production and content support. The Sportscasting undergraduate certificate program addresses the scope of the sportscasting business to help prepare students for a wide range of entry-level positions in the field of sports-content presentation. In this program, students will learn the fundamentals of sportscasting along with the key aspects of building a successful on-air personality. Through the curriculum, students will gain experience writing their own material and performing voice-overs for broadcast. The basics of videography as well as tactics in still photography will also be outlined.

## Objective

**Certificate's Objective** The Sportscasting undergraduate certificate introduces the fundamental broadcasting concepts that underpin on-camera and behind-the-scenes work. Students will produce content that demonstrates an understanding of the broadcast writing principles learned in the program, including voice-over work executed in a conversational style. They will also learn the value of developing and maintaining a strong personal brand in the growing digital landscape surrounding sports broadcasts. While acquiring a basis in camera operation, students will build their writing and broadcast aptitudes to seek entry-level roles throughout the areas of the sportscasting industry.

## Month 1

Code	Title	Credit Hours
BEM1001	Business in the Entertainment and Media Industries	4.0

## Month 2

Code	Title	Credit Hours
SCS1101	Introduction to Sportscasting	3.0

## Month 3

Code	Title	Credit Hours
MCM1203	New Media Tools	4.0

## Month 4

Code	Title	Credit Hours
SMM3411	Sports Digital Production	4.0

## Month 5

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
SCS2501	Broadcast Writing	4.0

## Month 6

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BUS155	Project I: Personal Branding	2.0

## Month 7

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BUS156	Portfolio I: Personal Branding	1.0
<b>Total Credit Hours</b>		<b>22</b>