

Sportscasting Bachelor of Science

Degree Type

Bachelor of Science

Environment

campus

Program Length

88 weeks

Overview

The Sportscasting curriculum presents how new communication technologies are altering the way audiences consume content. By promoting responsiveness and distinction as a sportscaster, this degree equips you to grow within this arena and connect with modern sports fans. Sports media companies have expanded to reach their audiences through a wider array of communication platforms—social, mobile, digital, and virtual. Sports audiences that used to share only a few traditional platforms are becoming more varied and specific across the available methods for consuming media. Because of this changing landscape of the sports industry, creative professionals are in growing demand who understand new communication technologies and the communities who utilize them. The evolving demands of the sports-content presentation field require you to first have a firm grasp of the core elements of great storytelling. These elements remain applicable to sports media across the board, whether it is among twenty-first-century platforms such as virtual reality experiences, game systems, and mobile devices or traditional platforms such as radio and television. You will explore the fundamentals of understanding audiences, multimedia storytelling, studio production, and broadcasting for advanced technology. The curriculum also provides you with practical opportunities to develop your personal style in processing, creating, and delivering content. This project-based curriculum will culminate with the creation and production of your own demo reel to position you for your entrance into the industry.

Objective

Bachelor's Objective The central goal of the Sportscasting Bachelor of Science degree program is to provide you a comprehensive grasp of the core elements of sports and media storytelling. You will develop refined skills in sports communication and sports journalism for presenting content through various media platforms. The degree program outlines the traits that have defined successful sportscasters and leaders throughout the radio, television, and digital eras of sports presentation and translates these characteristics for sportscasters across twenty-first-century sports-media outlets. You will learn the fundamentals of traditional sports storytelling, such as clear writing and vocal communication, as well as more advanced content-creation and studio-production techniques and their applications to emerging technologies and communication channels. Completing this program will enable you to pursue career opportunities in sports media and sports presentation, including on-air and production positions for traditional news networks, digital sports channels, and new and developing platforms such as video game systems and virtual reality productions.

Month 1

Code	Title	Credit Hours
GEN1011	Creative Presentation	3.0
DEP1013	Psychology of Play	3.0

Month 2

Code	Title	Credit Hours
ENC1101	English Composition I	4.0

Month 3

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

Month 4

Code	Title	Credit Hours
SCS1101	Introduction to Sportscasting	3.0

Month 5

Code	Title	Credit Hours
SCS2501	Broadcast Writing	4.0

Month 6

Code	Title	Credit Hours
MCM1203	New Media Tools	4.0

Month 7

Code	Title	Credit Hours
BUS119	Project and Portfolio I: Personal Branding	3.0

Month 8

Code	Title	Credit Hours
SMM3411	Sports Digital Production	4.0

Month 9

Code	Title	Credit Hours
MCM2651	Research in Media Communications	4.0
MGF1213	College Mathematics	4.0

Month 10

Code	Title	Credit Hours
SCB228	Project and Portfolio II: Sportscasting	3.0
SCSC111	Professional Development Seminar I: Sportscasting	1.0

Month 11

Code	Title	Credit Hours
SCS3201	Vocal Training for Sportscasting I	4.0
SCS3351	Diversity in Modern Media	3.0

Month 12

Code	Title	Credit Hours
SCB239	Project and Portfolio III: Sportscasting	3.0
SCSC222	Professional Development Seminar II: Sportscasting	1.0

Month 13

Code	Title	Credit Hours
SCS4621	Broadcast for Advanced Technology I	3.0
SCS3521	Advanced Interviewing for Sportscasting	4.0

Month 14

Code	Title	Credit Hours
ENC326	Professional Writing	4.0

Month 15

Code	Title	Credit Hours
SCS3401	Vocal Training for Sportscasting II	3.0
MCM4429	New Media Formats	4.0

Month 16

Code	Title	Credit Hours
SCB348	Project and Portfolio IV: Sportscasting	3.0
HUM1505	Popular Culture in Media	4.0

Month 17

Code	Title	Credit Hours
PHY1020	Fundamentals of Physical Science	4.0
MKT2418	Fundamentals of Public Relations	4.0

Month 18

Code	Title	Credit Hours
SCB359	Project and Portfolio V: Sportscasting	3.0
MAN3152	Leadership and Organizational Behavior	4.0

Month 19

Code	Title	Credit Hours
SCS4111	Advanced Reporting and Practice	4.0
BUL3514	Intellectual Property	4.0

Month 20

Code	Title	Credit Hours
SMM3112	Sports Business Models	3.0
SCS4761	Broadcast for Advanced Technology II	4.0

Month 21

Code	Title	Credit Hours
SCB469	Project and Portfolio VI: Sportscasting	3.0

Month 22

Code	Title	Credit Hours
SCB479	Project and Portfolio VII: Sportscasting	3.0
CRR4000	Career Readiness	4.0
Total Credit Hours		120

Please Note

- Some specific courses may be offered online. Please see course descriptions for details.