

Sportscasting Associate of Applied Science

Degree Type

Associate of Applied Science

Environment

online

Program Length

56 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

Associate of Applied Science The central goal of the Sportscasting Associate of Applied Science degree program is to provide you a fundamental basis in the core elements of sports and media storytelling. You will develop and refine your skills in basic sports communication— including writing, presentation, and vocal performance. The degree program helps you focus on ways you can maximize your ability to connect with different audiences that would consume your content. You will learn how to utilize the principles of communication in a sports-specific context while implementing original content on multiple technology platforms. Completing this program will enable you to pursue new and emerging entry-level pathways in the field of sportscasting, sports communication, and sports journalism, including positions such as sports producer, sports journalist, and digital sports content creator.

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
SCS1111	Professional Development Seminar I: Sportscasting	1.0

Month 11

Code	Title	Credit Hours
SCS3201	Vocal Training for Sportscasting I	4.0

Month 12

Code	Title	Credit Hours
SCB239	Project and Portfolio III: Sportscasting	3.0
SCS2222	Professional Development Seminar II: Sportscasting	1.0

Month 13

Code	Title	Credit Hours
SCS4621	Broadcast for Advanced Technology I	3.0
SCS3351	Diversity in Modern Media	3.0

Month 14

Code	Title	Credit Hours
SCS3521	Advanced Interviewing for Sportscasting	4.0
	Total Credit Hours	62

Please Note

- This program begins enrollment February 2024.