INTERDISCIPLINARY PROGRAMS

The Roy H. Park School of Communications offers courses and programs that aren’t housed in a specific department. The GCOM or General Communication courses leverage perspectives from different Park School areas and blend those in their focus. Our Interdisciplinary programs create unique majors or minors that address the blending of this fast-moving field. Currently those programs are:

**Majors**

- Sports Media - B.S. ([https://catalog.ithaca.edu/undergrad/schools/park-school-communications/interdisciplinary-programs/sports-media](https://catalog.ithaca.edu/undergrad/schools/park-school-communications/interdisciplinary-programs/sports-media))

**GCOM 10001-10010 Park Scholar Program Special Topics (LA)**

Exploring various topics of interest to the field of media studies, this seminar develops the Park Scholar Program’s first-year class into a learning community fluent in debates surrounding contemporary issues in communications studies. Open only to Park Scholars. Prerequisites: Permission of instructor. (F)
1 Credit

**GCOM 10107 FLEFF: Mapping our Worlds (LA)**

Maps can both reveal new territories and hide old secrets, show us multiple views of the world and also chronicle the havoc we wreak. In conjunction with the Finger Lakes Environmental Film Festival and using the "Atlas" works of Rebecca Solnit as our guide, this course will focus on the layered geographies and mappings of the Finger Lakes. Students will be encouraged to blend genres and media to complicate what we think we see and know about this region. As the semester ends, students will "map" a terrain of their choosing as they examine their relationship to a particular place.
1 Credit

**GCOM 12500 Safety Training for Film and Video Production (NLA)**

Covers film and television industry standards for safety including studio, location, electrical, weapon, lighting, tool, grip, rigging, pyrotechnics, special effects, and environmental safety, as well as other areas as practices and technology evolve. Includes safe practices for working around roadways and traveling to and from location shoots. Online only. Pass/fail. (F-S)
1 Credit

**GCOM 13000 Spark: Igniting your Future in Communications (NLA)**

An exploration of the important themes, radical creative/economic transformations, and disruptive technologies that impact the study and practice of communications. Using a problem-based learning approach, students are exposed to realworld challenges that influence all of the communications disciplines and professions, such as global and virtual enterprises, intellectual property, control and manipulation of information, imagery, and media channels, social and usergenerated media, and emerging economic models. Through discussions and case studies with guest speakers, students will gain an expanded understanding of current realities, interdisciplinary intersections, and future opportunities so that they can better plan their academic experience. Open only to freshmen majors in the Roy H. Park School of Communications and all freshmen in the B.S. in Emerging Media. (F)
1 Credit

**GCOM 20100 Water Planet: Perspectives on Water Sustainability (LA)**

Understand perspectives on water sustainability issues through an interdisciplinary approach with guest experts in the arts, sciences and humanities. Explore water sustainability topics from the personal to the global through readings, activities, discussion and media analysis. Prerequisites: Sophomore standing. (IRR)
Attributes: 1, G, HM, HU, SS, TPJ, TQSF
3 Credits

**GCOM 23928-29327 Minicourses in Communications (LA)**

A series of short courses in specialized areas of communications that meet the College guidelines for liberal arts designation. Visiting lecturers and faculty of the school participate in areas of their expertise. May be repeated. Prerequisites: Vary depending on the topic; refer to Undergraduate Course Offerings each semester. Pass/fail. (IRR)
1-2 Credits

**GCOM 32600 Media Industries (NLA)**

Introductory overview of media and media-related industries (film, television, radio, corporate communications, sound recording, journalism, advertising, and public relations), with an emphasis on the interrelationship between the corporate and economic structures of the Hollywood system and media production. The course combines lectures, classroom exercises, and panel discussions with creative and corporate professionals currently working in the industry. Prerequisites: Junior standing. (Offered in Los Angeles F-S)
1 Credit

**GCOM 41200-41210 Selected Topics (LA)**

Exploration and analysis of a specific area of communication. Topics vary based on student demand and on faculty expertise and research interest. Course content and pedagogical methods meet College guidelines for liberal arts designation. May be repeated once. Not a production course. Based on student demand and on faculty expertise and research interest. Course content and pedagogical methods meet College guidelines for liberal arts designation. May be repeated once. Not a production course. Total number of credits in any combination of TVR 41200, TVR 41210, GCOM 41200, GCOM 41210, STCM 39000, and STCM 39010 may not exceed 6. Prerequisites: Junior standing; others vary depending on the topic. Refer to Undergraduate Course Offerings each semester. (IRR)
3 Credits
GCOM 43000 Connecting the Dots: General Education Integration (NLA)
Explores the connections between the components of the general education core and students' major requirements. Students critically analyze their academic experience and other cocurricular and professional activities through online discussion of their overall college experience and how it connects to their majors and career aspirations. In addition, students will produce an extended reflective essay, or other appropriate artifact, that will be included as the framing element of their e-portfolio. This course is only open to majors in the Park School of Communications. Prerequisites: senior standing. (F-S)
Attributes: CP
1 Credit

SPME 11100 Introduction to Sports Media (NLA)
An introductory course that investigates global sport media landscape, including areas of print, broadcast, Internet and evolving social media platforms. Functions of media delivery, skills, and attributes required of industry professionals are discussed. Students become acquainted with career opportunities in the sport media field. (F,S,Y)
3 Credits

SPME 22500 Sports Media Relations (NLA)
Deals with the workings and process behind executing the proper techniques of media relations in all facets of the sport industry. The media relations offices of college/university athletic departments or professional franchises act as liaisons between the school/team and the media. To better understand how both sides work to form this symbiotic relationship, sport organizations will be analyzed in terms of their organization and execution of promotion and marketing strategies. Prerequisites: Sophomore standing; and Sports Media majors or other Park School majors with instructor permission. (F,Y)
3 Credits

SPME 24200 Sports Video Production (NLA)
Students apply their introductory knowledge of preproduction planning, camera work, scriptwriting, editing, and interview techniques to create video packages dealing with local sport events. Students will complete their packages in a collaborative manner through all phases of fieldwork production. The emphasis is on improving the proper fundamentals and techniques needed for shooting sporting events while creating an interesting audio and visual perspective. Prerequisites: TVR 11500; SPME 11100; sophomore standing. (Y)
3 Credits

SPME 29200-29300 Minicourse in Sports Media (NLA)
A series of short courses in specialized areas of sports media. Visiting lecturers and faculty of the school participate in areas of their expertise. Analyses of actual case studies focusing on sports media problems and issues confronted by sport managers helps students in further developing their critical thinking and problem-solving skills. Students conduct independent research in which they analyze a particular management problem/issue (case study), and develop and write strategies to effectively address the management problem/issue. May be repeated. Additional fee for course materials (see course schedule). Prerequisites: At least one SPME course; refer to "Undergraduate Course Offerings" each semester. Pass/fail only. (IRR)
1-3 Credits

SPME 33900 Sports Publications (NLA)
Examines the operations and procedures behind the various arms of the print media. Students will learn about newspapers, magazines, and web publications by first analyzing their historical evolution and basic business models. The primary goal is to understand how these media outlets define their target audience, satisfy commercial obligations, and then create relevant and appealing material. Students will analyze the style and tone of the various media outlets by reading different publications and critiquing the presentation along with the substance of the words on the page. After the analytical work is completed, the second half of the semester will be based on students writing copy for newspapers, magazines, and web publications. The final goal is to produce a publication created solely by all the students in the class. Prerequisites: JOUR 11100; SPME 11100; junior standing. (F,S,Y)
1-6 Credits

SPME 34900-34901 Fieldwork in Sports Media (NLA)
Practical experience in amateur and professional sport agencies and community sport organizations. Focus is on observation, guided learning, and supervised practical experiences. Prerequisites: Sport media majors only; junior standing or above; permission of program director. (F,S,Y)
3 Credits

SPME 39800 Narratives in Sports Documentaries (LA)
Investigates sporting narratives through the examination of contemporary documentaries. Emphasis on sporting influence on individualistic and societal levels through story, setting and various themes, including forgiveness, regret, pursuit of happiness and structured, calculated rebellion. Prerequisites: Three courses in Sport Media or Sport Studies; Junior or senior standing. (F,S,Y)
Attributes: DV
3 Credits

SPME 39900-39902 Selected Topics: Sports Media (NLA)
Topics of current interest to faculty and students. Experimental courses are offered under this course number and title. This course may be repeated for credit for different selected topics. Prerequisites: As appropriate to topics. (IRR)
1-3 Credits

SPME 44000 Senior Workshop in Sports Media (NLA)
Integrates the various disciplines studies in sports media to develop communications-related plans. Allows students opportunities to create artifacts pertaining to video production, strategic communications, sports journalism, and/or emerging sports media. Prerequisites: Sports Media majors; SPME 11100; SPME 22500; SPME 33900 and senior standing (F-S)
3 Credits

SPME 45000-45100 Independent Study in Sports Media (LA)
Individual study program for the investigation of special issues or topics in the field of sport media that have such breadth of cultural material or psychological material, such rigor and depth of theoretical structure, or such play of broad intellectual and aesthetic themes as to be classified liberal arts. Arranged individually between student and faculty sponsor according to guidelines available from the department. Prerequisites: Sports Media major; permission of the program director. (F,S,Y)
1-3 Credits
SPME 46000 Internship in Sports Media (NLA)
Supervised work experience in amateur or professional sport agencies and community sport organizations. Student assumes a leadership role in various job-related activities and performs administrative tasks in support of such activities under an experienced agency supervisor and faculty sponsor. Prerequisites: Sports Media major; permission of program director; completion of the Park School internship procedures. This course may be repeated for a total of twelve credits. (F-S,Y)
Attributes: CP
1-12 Credits