

SPORT MEDIA MAJOR – B.S.

This program is in transition, moving to the Roy H. Park School of Communication effective Fall 2017.

The sport media major prepares students for specialized careers in sport media relations, broadcast media, and print journalism. The curriculum consists of three core areas: sport management and media, communications, and liberal arts. The sport management and media core provides comprehensive exposure to all aspects of the sport industry, including its historical, cultural, sociological, economic, philosophical, and political foundations. The communications core emphasizes background in media production, marketing, media relations, and writing for publications and broadcast.

Ithaca College is one of a very few institutions in the country to award degrees in this major. Our roots in the liberal arts connect our students to the broader world around them and encourage them to think critically about the forces that shape our lives. Our graduates are well prepared to assume positions in media relations, broadcast and print media, and new media in sport organizations at the college, professional, and amateur level.

Summary

General requirements	24-25
Degree specific requirements	57-65
Integrative Core Curriculum ¹	25
Complementary Liberal Arts - Required (12 credits) ²	0
Elective credits ³	5-14
Total Credits	120

¹ Please refer to "ICC" tab on our school's main page to see requirements. (SPMM 46000 will satisfy ICC Capstone.)

² Included in credit count for the degree program.

³ 60 credits of LA are required for graduation.

Degree Requirements

Computer Science

Select 3 credits of the following:	3
COMP xxxxx Computer science elective	
STCM 11100 Presentation & Graphic Design	

Mathematics

Select one of the following:	3-4
MATH 14400 Statistics for Business, Economics and Management	
MATH 15500 Basic Statistical Reasoning	
PSYC 20700 Statistics in Psychology	

Communication Skills

CMST 11000 Public Communication ¹	3
or CMST 11500 Business & Professional Comm	
WRTG 10600 Academic Writing I	3
WRTG 20100 Argument	3
Select 6 credits of the following:	6
TVR 13100 Media Writing	
STCM 33200 Writing for Public Relations	
WRTG 20500 Personal Essay	

WRTG 21100 Writing for the Workplace	
WRTG 32000 Public Essay	
WRTG 34000 Magazine Writing	
WRTG 34200 Writing about Sports	

Social Sciences

ECON 12100 Principles of Macroeconomics	3
or ECON 12200 Principles of Microeconomics	

Sport Management and Media

SPMM 29500 Social Aspects of Sport	3
Select 12 credits of the following:	12

SPMM 20700 History of Sport	
SPMM 21000 International Sport Administration	
SPMM 28500 Sport Event and Facility Management	
SPMM 29700 Sport: Philosophical Perspectives	
SPMM 30300 Seminar in Sport Law	
SPMM 31000 Labor Relations in Sport	
SPMM 31500 Sport Governance and Policy	
SPMM 32400 Youth Sport in America	
SPMM 36500 Sport Economics	
SPMM 39000 Sport Internet Marketing	
SPMM 39400 Sport in Film and Literature	
SPMM 39700 The Olympic Games	
SPMM 39800 Narratives in Sport Documentaries	
SPMM 40700 Sport in the Civil Rights Movement	
SPMM xxxxx Sport Management and Media Elective	
SPMM 29200 Minicourse in Sport Management and Media	1-3
SPMM 29300 Minicourses in Sport Management and Media	1-3

Specific Requirements

TVR 10700 Introduction to Television Studio Production	4
STCM 23200 Public Relations ¹	3
STCM 24100 Advertising ¹	3
SPMM 11100 Introduction to Sport Media	3
SPMM 11200 Contemporary Issues in Sport Management	3
SPMM 24200 Sport Video Production	3
SPMM 29900 The Evolution of Sport Media ¹	3
SPMM 32500 Sport Media Relations	3
SPMM 32600 Sport Marketing	3
SPMM 33900 Sport Publications	3
MKTG 31200 Principles of Marketing	3
SPMM 38500 Sport Consumer Behavior and Sales	3
Total Credits	78-83

¹ Satisfies Complementary Liberal Arts requirement.