

Sport Communication and Media - Bachelor of Science in Sport Leadership and Management

Fueled by an immense global interest in sport and sport information, intense fandom, and live sport consumption, the sport communication and media landscape is one full of opportunity and engagement. The Sport Communication and Media major leads to a Bachelor of Science in Sport Leadership and Management. This major provides a distinct set of courses and hands-on experiences to prepare students to enter this ever-changing and ever-growing sport environment.

Code	Title	Credit Hours
SLAM Capstone Course:		3
SLM 495	Practicum in Sport Leadership and Management	
or SLM 402	Critical Reflection on Practices in Sport Leadership & Management	
Sport Leadership Core		18
SLM 225	Ethics in Sport	
SLM 272	Contemporary Perspectives on Leadership in Sport Contexts	
SLM 275	Introduction to Sport Analytics	
SLM 375	Psychological Perspectives in Sport and Exercise	
SLM 378	Sport, Power and Inequality	
SLM 472	Sport Administration	
Sport Communication and Media Courses		
Foundation Courses		21
SLM 212	Introduction to Sport Management	
SLM 273	Sport Communication & Media	
JRN 101	Introduction to Journalism	
MJF 105	Introduction to Media and Culture	
MJF 146	Foundations of Production	
MJF 205	Introduction to Comm & Tech	
STC 135	Principles of Public Speaking	
Applied Courses		15
SLM 340	Internship	
JRN 201	Reporting and News Writing I	
MAC 211	Intermediate Video Production	
MAC 312	TV Studio Production	
MAC 343	Advanced Audio Production	
Sport Context Courses (Select Three)		9
SLM 248	Global Sport Perspectives	
SLM 279	African Americans in Sport	
SLM 338	Psychosocial Aspects of Coaching	
SLM 413	Sport Economics	

SLM 414	Facilities and Event Management in Sport	
SLM 416	Sport Marketing	
SLM 417	Legal Issues in Sport Leadership and Management	
SLM 453	Seminar in Sport Leadership & Management	
SLM 473	Children and Youth in Sport	
SLM 475	Women, Gender Relations, and Sport	
Total Credit Hours		66