



SPORTS MEDIA & COMMUNICATION (SPMC)

SPMC 150 Introduction to Sports Media and Communication

Description: Examines the primary concepts and conflicts in contemporary sports communication.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326, SPMC 326; JOUR 346; JOUR 408; SPMC 250; SPMC 350; SPMC 450; SPMC 460

SPMC 189H Issues and Ethics in Sports: Cheaters, Billionaires and Mega Media: American Sports in the 21st Cent

Prerequisites: Good standing in the University Honors Program

Description: Examine issues and ethics in a variety of sports institutions, including college and professional sports, the media, the business of sports, and the role fans play in these dynamics.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL

ACE: ACE 8 Civic/Ethics/Stewardship

SPMC 191 Special Topics

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree

Description: Topics vary each term.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

SPMC 250 Beginning Sports Writing for News and Promotion

Prerequisites: SPMC 150 and JOUR 200A with grade of C or better in both.

Description: Introduction to a variety of writing styles and techniques to develop effective sports-oriented communications for diverse audiences and media.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326, SPMC 326; JOUR 346; JOUR 408; SPMC 350; SPMC 450; SPMC 460

ACE: ACE 1 Writing

SPMC 291 Special Topics

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree

Description: Topics vary each term.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

SPMC 326 Sports Writing and Reporting

Crosslisted with: JOUR 326

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, SPMC 250 or JOUR 200B with a C or higher

Description: The importance of good sports reporting through clear writing and its importance to readers; the principles of different types of sports stories; how to think critically about sports media; and how the fundamentals of good reporting and writing apply to sports.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

SPMC 350 Sports Data Visualization and Analytics

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Description: Using brainpower and software to understand and analyze raw data related to sports.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

Prerequisite for: SPMC 460

SPMC 391 Special Topics

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree

Description: Topics vary each term.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

SPMC 450 Sports Media and Communication Capstone

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; senior standing and permission code

Description: Apply sports media and communication skills and knowledge to a team- and project-based learning challenge that culminates in a real-world presentation or publication.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

ACE: ACE 10 Integrated Product

Course and Laboratory Fee: \$40

Experiential Learning: Case/Project-Based Learning

SPMC 460 Advanced Sports Data Analysis

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; SPMC 350 or JOUR 307; junior standing

Description: Study the problems of classification, the issues involved and the steps to apply machine learning to problems in communicating sports data. Specific focus is on creating explanatory content - written and graphical - using predictive algorithms applied to games, leagues and sports gambling.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

SPMC 464 Sports Media Relations & Promotions

Crosslisted with: ADPR 464, ADPR 864, SPMC 864

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

Description: Issues in sports media relations and integrated marketing communications. Background of the unpredictable nature of the sports industry and the relationships with its various publics and the media.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

SPMC 491 Special Topics

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree

Description: Topics vary

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

SPMC 496 Independent Study in Sports Media and Communication

Prerequisites: Permission

Description: Independent study; topic and assignments to be arranged between a student and supervising faculty member.

Credit Hours: 1-24

Min credits per semester: 1

Max credits per semester: 24

Max credits per degree: 24

Grading Option: Graded with Option

SPMC 499H Honors Course

Prerequisites: Good standing in the University Honors Program or by permission

Notes: Candidate for degree with distinction or high distinction or highest distinction in the College of Journalism and Mass Communications.

Description: Independent research/creative activity project; topics vary.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 4

Grading Option: Graded