

# **SPORTS MARKETING AND MEDIA ASSOCIATE IN APPLIED SCIENCE DEGREE (MEDIA D251)**

FCC	LTC	OCC	<b>✓ WVC</b>
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The Sports Marketing and Media program focuses on the development, use, critical evaluation, and regulation of new electronic communication technologies using computer applications. The program prepares individuals to function as developers and managers of communications for sports facilities, teams, and events using digital communications media.

**First Semester** **Credit Hours 15**

BRD 1101	Introduction to Broadcasting	3
BRD 1202	Radio/TV Announcing	3
BRD 1210	Applied Broadcasting I	3
BRD 1215	Broadcasting & Digital Media Technology	3
BRD 2217	Broadcast Journalism	3

**Second Semester** **Credit Hours 15**

BRD 1204	Basic Television Production	3
BRD 1211	Applied Broadcasting II	3
ENG 1111	Composition I <sup>1</sup> <b>OR</b>	
ENG 1201	Communications <sup>1</sup>	3
<b>SPM 1111</b>	Sports and Society	3
	Math/Science Gen Ed Elective <sup>1</sup>	3

**Third Semester** **Credit Hours 15**

BRD 2210	Applied Broadcasting III	3
BRD 2219	Sportscasting	3
<b>SPM 2110</b>	Activity Planning	3
	Humanities Gen Ed Elective <sup>1</sup>	3
	Social Science Gen Ed Elective <sup>1</sup>	3

**Fourth Semester** **Credit Hours 15**

BRD 2211	Applied Broadcasting IV	3
BRD 2221	Radio/TV Internship	V2
BRD 2225	Radio/TV Seminar	1
BRD 2218	Sports Media	3
<b>SPM 2102</b>	Diversity in Sports*	3
	Speech Gen Ed Elective <sup>1</sup>	<u>3</u>

**Total Credit Hours** **60**

<sup>1</sup>General Education Hours (15)

\*This course satisfies the IECC human diversity requirement.

**Recommended Electives**

BMK 1203	Advertising	2
BMK 2101	Principles of Marketing	3
BRD 1207	Writing for Media	3
BRD 1208	Social Media	3
GEN 1207	e-Portfolio Development	0.5
GEN 2207	e-Portfolio Assessment	0.5