

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

FCC	LTC	OCC	✓ WVC
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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.

<u>First Semester</u>	<u>Credit Hours 15</u>
BRD 1101 Introduction to Broadcasting	3
BRD 1202 Broadcast Announcing	3
BRD 1210 Applied Broadcasting I	3
BRD 1215 Broadcasting & Digital Media Tech	3
BRD 2217 Broadcast Journalism	3

<u>Second Semester</u>	<u>Credit Hours 15</u>
BRD 1204 Video Production Multi-Camera	3
BRD 1211 Applied Broadcasting II	3
ENG 1111 Composition I ¹ OR	
ENG 1201 Communications ¹	3
SPM 1111 Sports and Society	3
Math/Science Gen Ed Elective ¹	3

<u>Third Semester</u>	<u>Credit Hours 15</u>
BRD 2210 Applied Broadcasting III	3
BRD 2219 Sportscasting	3
SPM 2110 Activity Planning	3
Humanities Gen Ed Elective ¹	3
Social Science Gen Ed Elective ¹	3

<u>Fourth Semester</u>	<u>Credit Hours 15</u>
BRD 2211 Applied Broadcasting IV	3
BRD 2218 Sports Media	3
BRD 2221 Radio/TV Internship	V2
BRD 2225 Radio/TV Seminar	1
SPM 2102 Diversity in Sports*	3
Speech Gen Ed Elective ¹	<u>3</u>

Total Credit Hours 60

¹General 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