



CURRICULUM GUIDE 2027*

SPORTS MEDIA RELATIONS MINOR

SCHOOL OF COMMUNICATION, JOURNALISM & THEATRE
EASTERN ILLINOIS UNIVERSITY

This minor introduces students to the roles and duties performed by sports media professionals. Students learn how to cover sporting events and teams, interview athletes, coaches and fans, and produce sports stories to disseminate on various media platforms. They learn how to use social media to build an audience for their work and develop an understanding of the off-the-field issues that shape the modern sports world.

TOTAL HOURS FOR MINOR: 18 HRS

REQUIRED COURSEWORK: 12 HRS

JOU2001G	Journalism & Democracy
JOU 2101	News Reporting & Writing
JOU 3706	Writing for Sports Media
JOU 3953	Perspectives on Sports & the Media

Journalism majors students who took JOU 3610 and JOU 4101 as their major requirement cannot count the same courses toward their minor elective hours.

ELECTIVES: 6 HRS

JOU3610	Broadcast News Writing
JOU 3950	Special Topics
JOU 4101	Feature Writing
CMN3030	Promotional Communication
CMN3930	Message Strategies & Influence
CMN3980	Strategic Social Media Communication
CMN4980	Social & Digital Media Analytics

SCHOOL OF COMMUNICATION, JOURNALISM & THEATRE

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*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2027. Curriculum for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.

