



SPORTS MEDIA RELATIONS **OPTION**

BACHELOR OF ARTS IN JOURNALISM

SCHOOL OF COMMUNICATION & JOURNALISM

The Sports Media Relations option provides students with the skills and knowledge needed to work as sports media professionals. Students learn and practice skills related to the fundamentals of working with the media, athletes and coaches, managing crisis situations, recording statistics, writing game reports, marketing teams, organizing press conferences, and managing game events. They also learn to navigate the ever-changing social media landscape to promote teams and athletes and to write and produce across multiple platforms and multimedia. Our students learn to think critically, produce creatively, write precisely, process information quickly, interview thoughtfully, manage people, and develop an excellent work ethic.

WHAT CAREERS CAN I PURSUE WITH A SPORTS MEDIA RELATIONS OPTION?

Sports Media Relations graduates are prepared to work in collegiate athletic departments and on the staffs of professional athletic organizations as sports information directors, assistant directors, writers, social media managers, website content producers and more. They are also qualified to cover sports for various publications and websites. As with any graduate from the Journalism program, students graduate with skills that are the foundation for any job that requires researching, talking to people, asking questions and synthesizing what is learned into a cohesive, coherent article or report.

DIVISION CORE: 15 HRS

JOU 1401 - Journalism Forum
JOU 2001G - Journalism and Democracy
JOU 2101 - Writing for News Media
JOU 3401 - Journalism Practicum
JOU 4102 - Journalism Ethics
JOU 4401 - Journalism Capstone
JOU 4771 - Communication Law

ADDITIONAL REQUIRED COURSES: 15 HRS

JOU 2850 - Sports Media Relations
JOU 3002 - Introduction to Multimedia Journalism
JOU 3706 - Writing for Sports Media
JOU 3953 - Perspectives on Sports and the Media
KSR 2761 - Introduction to Sport Management

SPORTS MEDIA RELATIONS ELECTIVES: 9 HRS

Please see reverse for details.

TOTAL JOURNALISM HOURS: 39 HRS

Journalism majors are required to complete 30 hours in liberal arts and a non-journalism specialty. Please see reverse for details.

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SPORTS MEDIA RELATIONS ELECTIVES: 9 HRS

BUS 3100 - Survey of Marketing Principles
BUS 3470 - Principles of Marketing
CMN 2550 - Audio Production & Voice Work I
CMN 3100 - Persuasion
CMN 3300 - Interviewing
CMN 3960 - Public Relations Writing and Production
GEO 3640 - Geography of Sports
JOU 2901 - Introduction to Copy Editing
JOU 2950 - Introduction to Visual Communication
JOU 3000 - Advanced Reporting
JOU 3001 - Photojournalism
JOU 3102 - Feature Writing
JOU 3300 - Publication Design
JOU 3501 - Principles of Advertising
JOU 3610 - Broadcast News
JOU 3620 - Advanced Broadcast News
JOU 3703 - Online Journalism
JOU 3706 - Writing for Sports Media
JOU 3800 - Advanced Editing
JOU 3955 - Reporting on the Arts
JOU 3970 - Race, Gender, and the Media
JOU 4000 - Investigative Reporting
JOU 4001 - Media Management
JOU 4751 - Advanced Photojournalism
JOU 4760 - Advanced Publication Design
JOU 4761 - Advanced New Media Design
JOU 4762 - Interactive Reporting and Design
JOU 4770 - News Media Opinion Writing and Editing
KSR 4327 - Ethics in Sports
KSR 4328 - Governance in Sport
KSR 4764 - Sport Management Principles

LIBERAL ARTS AREA (BLOCK A): 18 HRS

The Journalism program is accredited by the Accrediting Council on Education in Journalism and Mass Communications, and the faculty believe strongly in the council's requirement that Journalism students be exposed to a broad liberal arts background while in school. In consultation with their academic advisors, Journalism majors choose six courses from among a list updated every year. Some courses that satisfy the university's general education requirement also satisfy Block A requirements.

NON-JOURNALISM SPECIALTY (BLOCK B): 12 HRS

In consultation with their academic advisors, Journalism majors choose a block of upper-division courses that allow students to develop an area of expertise in something besides Journalism. A second major or a non-Journalism minor satisfies this requirement, but students who choose not to have a minor are able to put together an area of specialty that reflects their career interests. Block A and B courses may not overlap.