



# SPORTS COMMUNICATION

## Sports Communication major

**Storytellers, like athletes, need to hone their skills if they're going to compete, much less succeed. As a Franklin College sports communication major, you will learn to tell a story across multiple media platforms and with a depth that takes you and your audience inside the competition. You will see your work online, in print and on air before you graduate, and, bolstered by the Pulliam School of Journalism's prestigious reputation, enter the field with a pro's resume and experience.**

**100%**

of our students  
complete an internship  
or undergraduate  
research.

### THE CLASSROOM EXPERIENCE

**Storytelling education as fast-paced and demanding as any sport**

The sports world moves and changes at a breakneck pace, and Franklin College's curriculum adapts and changes with it. At the Pulliam School of Journalism, students learn both the bread-and-butter basics of sports storytelling – game coverage, fact-gathering, strong narrative reporting – but also the behind-the-scenes intricacies that make the sport possible. Students study the business of sports and the political and public policy maneuvers that shape every contest. All this work culminates in an in-depth senior research project; students spend a semester reporting on a story of personal interest and produce a website, a 1,000-word written story, a video, interactive graphics and other professional storytelling elements.

### OUTSIDE THE CLASSROOM

**Learning by doing in real-world settings**

Sports communication operates under the same guiding principles that drive every course and student at the Pulliam School of Journalism: Learning is not a passive act. Franklin College sports communication majors put the skills they acquire to work

[www.FranklinCollege.edu](http://www.FranklinCollege.edu)

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with our long list of media partners, completing internships with large and small news organizations and sports enterprises. At Franklin College, there is no distinction between the classroom and the real world, because the world is the classroom. It is where our students live and must be where they learn.

#### **POST-GRADUATION**

##### **Securing employment with major media outlets**

Franklin College Pulliam School of Journalism majors have a 97 percent job and graduate school placement rate over the past six years. Pulliam School of Journalism alumni have landed at:

- CNN
- Disney Channel
- POLITICO
- The Wall Street Journal
- Indianapolis Colts
- The Indianapolis Star
- INDYCAR
- Pacers Sports & Entertainment
- Digital and creative agencies
- Local and regional news stations
- Self-employed as writers and consultants

## **DEPARTMENT OVERVIEW**

For more information about the sports communication major, contact Ann Barton, Assistant Director at the Pulliam School of Journalism, at 317.738.8208 or [abarton@FranklinCollege.edu](mailto:abarton@FranklinCollege.edu). **3+2 option:** While students can receive an MSAT via the traditional two-year program, the expedited 3+2 program gives Franklin College students the opportunity to earn a bachelor's degree in a chosen major – exercise science is recommended – and a Master of Science in Athletic Training in just five years.