



SPORTS COMMUNICATION

Sports Communication major

100%
of our students
complete an internship
or undergraduate
research.

SCAN
to learn more



The sports world is in a period of revolutionary change. Changes in law legalizing sports betting and entitling college athletes to receive compensation for the use of their name, image and likeness are just two of the alterations that have reshaped the landscape of sports. Franklin College created the sports communication major to keep pace with these transformations and prepare storytellers to survive and thrive in this dynamic new sports universe. As a Franklin College sports communication major, you will learn how to navigate this evolving terrain and tell the story, either as a sports journalist or as a spokesperson for a franchise or university. You will discover not just how the game is played, but what it takes to have a game and how that game is paid for. When you graduate, you will leave with a depth of knowledge and experience to help you succeed anywhere.

THE CLASSROOM EXPERIENCE

Storytelling education as fast-paced and demanding as any sport

At Franklin College's award-winning Pulliam School of Journalism, students learn the basics of sports storytelling – game coverage, fact gathering, strong narrative writing – and the behind-the-scenes intricacies that make a 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.

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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. Here, you learn by doing because the world is our classroom.

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

DEPARTMENT OVERVIEW

For more information about the sports communication major, contact Joe Morris, academic administrative assistant for the Pulliam School of Journalism, at 317.738.8200 or jmorris@FranklinCollege.edu.