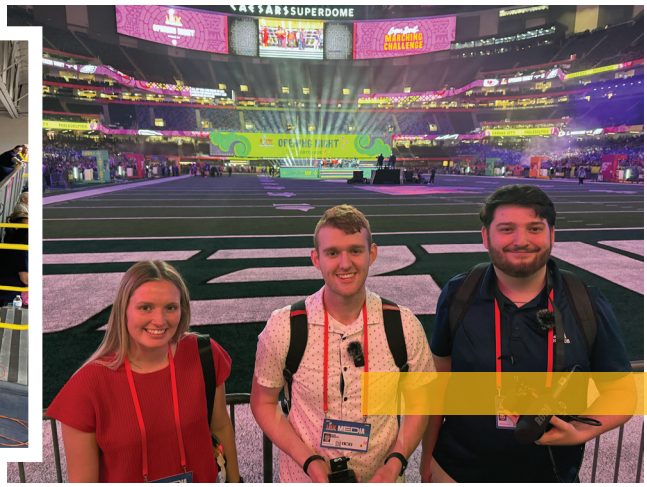

SPORTS COMMUNICATION

Sports Communication major (SPR)

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

The sports world is in a period of revolutionary change. Rapid advancements in digital media, streaming technology, and artificial intelligence are reshaping how fans experience their favorite sports. Social media has turned athletes into brands and teams into content creators. Changes in law legalizing sports betting and entitling college athletes to receive compensation for the use of their name, image and likeness (NIL) are reshaping the landscape of sports.

Franklin College created the sports communication major to keep pace with these transformations and prepare storytellers to 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.

SCAN
to learn more

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 narratives – 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

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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

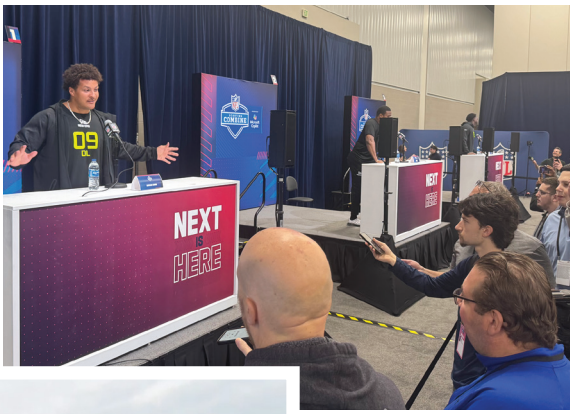
Sports communication operates under the same guiding principles that drive every course and student at the Pulliam School of Journalism: Learning is not a passive act. The program emphasizes real-world experiential learning, giving students opportunities to cover live events, create multimedia content and work alongside professionals in the field. Students gain experience with emerging media technology and digital storytelling tools that are transforming the industry. 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

Department contact information: Read more about the program at **FranklinCollege.edu/sports-communication** or contact Scott McDaniel, department chair and assistant professor of journalism, at 317.738.8208 or **smcdaniel@FranklinCollege.edu.**