Sports Communication

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Major: Sports Communication
Minors: Multimedia Journalism, Sports Communication, Visual Communications (See Multimedia Journalism section)

The Pulliam School of Journalism prepares students for careers in which news is delivered through multiple media platforms: online, on-air, in print. Through classroom, lab and professional field experiences, students are engaged and immersed in the exhilarating practice of news reporting. The multimedia focus of the major means that students become proficient in reporting, writing, editing and producing accurate, ethical and meaningful stories for print, broadcast and, especially, online/digital news outlets.

Major Requirements
All courses for the major must be completed with a grade of C- or better. A grade of C- or better is required for all pre-requisite courses regardless of academic major.

Sports Communication Major

Core Requirements

SPR 101 Sports in Society
SPR 115 Reporting, Interviewing and Newswriting
SPR 135 Editing for Print and Digital Online
SPR 180 Publication Design
SPR 190 Digital Photography
SPR 195 Digital Media Production I
SPR 200 Game Coverage
SPR 255 Video for Digital Journalism
SPR 301 Covering Economics and Public Policy in Sports
SPR 303 Sports Information and Public Relations
SPR 304 Sportscasting
SPR 445 Communication Law in a Digital World

Professional Development

SNT 489 Senior Internship
SPR 120 Ethics and Professional Development
SPR 498 Senior Portfolio
SPR 499 Senior Project

Plus two courses from the following:

PED 333 Coaching Baseball and Softball
PED 334 Coaching Basketball
PED 335 Coaching Football
PED 336 Coaching Volleyball
PED 337 Coaching Track and Field
PED 338 Coaching Soccer
PED 339 Coaching Swimming

Activity Credits

All SPR majors must participate and earn credit for at least THREE multimedia journalism activity experiences such as:

MMJ 001 Student Media
MMJ 002 Statehouse File
MMJ 005 TV News
MMJ 007 Media Manager

Related Field Requirements: Students are required to choose ONE of the following options

Related Field Option – Twelve credit hours from one academic field outside of major. Cross-listed courses with major courses, such as MMJ/PRL/SPR Publication Design, cannot count toward a related field.

Minor Option – A minor in an academic field outside of major. Students must meet the requirements of the department offering the minor.

Double Major Option – A second major at Franklin College. Students must meet all requirements for both majors.

Sports Communication Minor

A minimum of 15 credit hours in the following courses:

3 courses from this list
SPR 101 Sports in Society
SPR 200 Game Coverage
SPR 301 Covering Economic and Public Policy in Sports
SPR 303 Sports Information and Public Relations
SPR 304 Sportscasting

2 courses from this list
SPR 115 Reporting, Interviewing and Newswriting
SPR 135 Editing for Print & Online
SPR 180 Publication Design
SPR 195 Digital Media Production I

Sports Communication Course Descriptions

SPR 101 Sports in Society		3 credit hours
Fall and Spring		

An exploration of new and ongoing issues involving amateur and professional sports. Focus in on the ramifications of sports as a prominent presence across mass media platforms. Also includes study of socio-economic factors related to sports, including gender and racial discrimination/stereotyping.

SPR 115 Multimedia Reporting and Interviewing		3 credit hours
Fall and Spring		

This course will focus on the processes of news and information gathering making use of different media platforms. Students will learn the techniques of interviewing and will learn to challenge the information they gather. The emphasis will be on developing reporting skills so students can gather accurate information. Same as MMJ/PRL 115.

SPR 120 Ethics and Professional Development		3 credit hours
Fall and Spring		

An introduction to basic aspects of professionalism required of multimedia journalists and public relations professionals. Course emphases are on professional ethics codes of journalism and public relations with an examination of case studies; basic concepts and terminology of journalism; business etiquette; multimedia and public relations career options; basics of Associated Press style; resume and cover letter preparation; and internship preparation. Same as MMJ/PRL 120.

SPR 135 Editing for Print and Online		3 credit hours
Fall and Spring		

This course introduces students to copyediting, self-editing and fact-checking skills needed to publish stories for the Web, broadcast and print. Same as MMJ 135.

SPR 190 Digital Photography		3 credit hours
Fall and Spring	Creative Arts exploratory	

This course offers a broad exploration of digital photography and its applications both as a fine art and for storytelling purposes. The curriculum begins with fundamental aspects such as camera controls, composition, and lighting. It progresses to more intricate topics that delve into the dynamic relationship between the photographer and the audience. Students will be required to create content using appropriate gear and prepare it for distribution across multiple platforms as appropriate for the message intended. Fall and spring. *Fee: $20 nonrefundable*. Same as ART/MMJ/PRL 190.

SPR 195 Digital Media Production I		3 credit hours
Fall and Spring		Prereq: ART/MMJ/PRL/SPR 190

Introduces storytelling across a variety of digital platforms, including basic concepts of audio, video, and multimedia technologies, as well as social media. Emphasis on understanding the processes from reporting to content creation, as well as the aesthetics and production techniques to achieve high quality content for different audiences. Same as MMJ/PRL 195.

SPR 180 Publication Design		3 credit hours
Fall and Spring		

This course will focus on fundamentals of typography including theory and practice in visual communication. By exploring typography, photography, layout, grids, and the principles of contrast, repetition, alignment, proximity, and hierarchy, students will create ethical, compelling, and effective two-dimensional designs. Through lectures, projects, and classroom critiques, the focus is on designing publications, information graphics and interactivity. Proficiency in Adobe InDesign and Illustrator required or willingness to learn through online tutorials. Same as MMJ/PRL 180.

SPR 200 Game Coverage		3 credit hours
Fall		Prereq: SPR 101 & MMJ/SPR 115 or consent of instructor

Fundamentals of and hands-on practice in deadline reporting/writing about games, matches, and meets commonly covered in the mass media. Topics include preview stories, rules reviews, coverage preparation, in-game note/statistic-taking, and post-game interviews with coaches and players. Focus in on writing accurate, clear, insightful and objective game stories for print, broadcast and social media. Games covered will vary based on season/semester. Some travel may be required.

SPR 255 Video for Digital Journalism		3 credit hours
Spring		Prereq: MMJ/PRL/SPR 195 or consent of instructor

Designed to introduce broadcast writing and to enhance opportunities to develop broadcast-style shooting and editing skills. This course adds onto the video skills learned in Video for Digital Journalism I. Students will learn to shoot voice overs, voice overs with sound bites and full packages suitable for broadcast featuring news and sports content. Students will also learn to produce scripts for broadcast delivery, as well as the process of creating newscast/sportscast rundowns. Video studio techniques and procedures will be taught in the PSJ video lab. Distribution of individual stories via social media will be required. Same as MMJ 255.

SPR 301 Covering Economics & Public Policy in Sports		3 credit hours
Fall		Prereq for SPR: SPR 101, MMJ/SPR 115, & MMJ/PRL/SPR 120 or consent of instructor

The study of the ways financial considerations and government policies affect athletics. Features a series of in-depth interviews/discussions with decision-makers in sports, business and government. Focus will be on developing a deep understanding of the frameworks within which viable sports organizations and leagues operate.

SPR 303 Sports Information and Public Relations		3 credit hours
Fall		Prereq for PRL: PRL 221 & PRL 333 or consent of instructor Prereq for SPR: SPR 101, SPR 115, & SPR 200 or consent of instructor

The study of and hands-on experience in best practices for conducting public relations on behalf of sports teams and their parent organizations-schools, conferences, amateur governing bodies and professional teams. Emphasis is on the college/university sports information profession. Topics include, but are not limited to, using in-game statistical software for major sports; media credentialing; press box and press row management; proactive and reactive media relations; season media guides; game-day media guides; strategic planning; crisis communications; relationships with players and coaches; multimedia story packaging; and pre-season, in-season and post-season writing. Same as PRL 303.

SPR 304 Sportscasting		3 credit hours
Spring		Prereqs: SPR 101 & SPR 115 or consent of instructor

Introduces the structure and technical skills necessary for sportscasting. Students will learn how to write and deliver scripts, work on-camera and behind the camera. They will produce, report, and film sports packages, utilizing opportunities for experiential training in covering Franklin College athletics alongside the athletic director/sports information director.

SPR 445 Communication Law in a Digital World		3 credit hours
Fall and Spring	Civic Learning exploratory	

Students will be introduced to First Amendment law as it relates to professional communicators. Topics will include First Amendment theory, libel law, invasion of privacy law, copyright law, news-gathering rights, public relations law and advertising law. Same as MMJ/PRL 445.

SPR 490 Independent Study		1-2 credit hours
Fall and Spring		Prereq: consent of instructor

Course is designed to encourage student initiative and to provide a degree of flexibility in the departmental program.

SPR 498 Senior Portfolio		No credit
Fall and Spring		

Each student must develop a digital portfolio containing a significant and appropriate body of work that, by the time of graduation, demonstrates to a potential employer that the student is ready to make the transition to the professional workplace. Each portfolio also must demonstrate the student's understanding of linkages among leadership, the liberal arts, and the student's intended career. The specific format and content of the portfolio is determined by the faculty. Students must enroll in SPR 498 in fall or spring semester of the senior year. Portfolios will receive either a passing or failing grade by the Pulliam School of Journalism faculty. Deficiencies must be corrected before the portfolio is certified as passing. SPR 498 and 499 should be taken together in the student's final semester.

SPR 499 Senior Project		No credit
Fall and Spring		

Students will demonstrate and showcase the skills they have acquired through their careers at the Pulliam School of Journalism by creating an in-depth package of stories about a significant public issue that is told from multiple media platforms. In addition to the multimedia journalism skills that must be demonstrated to successfully complete this graduation requirement, students will be expected to meet all deadlines, be quickly responsive to communications from staff/faculty project supervisors, and adhere to principles of media law and ethics. SPR 498 and 499 should be taken together in the student's final semester.

SNR/SNT 489 (SPR) Senior Year Internship/Project		4-12 credit hours
Fall, Immersive, Spring, Summer		

A practical professional experience in sports communication. In special circumstances, and with permission of a majority of Pulliam School faculty, a significant experience in mass media, and not specifically in sports communication, may be accepted. Pass/Fail grading.