

# Sports Media Studies : BS - SPME

## Catalog Program Description:

The Bachelor of Science in Sports Media Studies program prepares students for dynamic careers at the intersection of sports, media, and communication. This interdisciplinary program combines foundational knowledge in communication studies, sports management, and media production with specialized courses in sports media. Students will develop practical skills in multimedia content creation, gain insights into the business of sports, and explore the societal impact of sports media.

Graduates of the program will be equipped with a strong foundation in sports media. They will possess advanced communication skills, proficiency in multimedia production and content creation, and a deep understanding of the complex relationship between sports, media, and society. Additionally, graduates will gain practical experience through internships, develop critical thinking abilities, and acquire knowledge of the business and ethical aspects of the sports media industry.

## Course Requirements

See the Core Curriculum Requirements ( <a href="https://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/">https://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/</a> )		42
Required Courses in the Major		18
COMS 1307	Mass Communication in Society	3
or COMS 1315	Fundamentals of Public Speaking	
HHPS 110	Introduction to Sport Analytics in Sport Management	3
HHPS 320	Legal & Ethical Issues in Sport and Recreation Management	3
SPME 390	Multimedia Sports Writing	3
SPME 450	Modern Sports Media Analysis and Production	3
SPME 499	Sports Media Internship	3
Choose 9 Hours from the Following COMS Courses		9
COMS 301	Computer Mediated Communication	3
COMS 303	Images with Messages	3
COMS 317	Interpersonal Communication	3
COMS 406	Nonverbal Communication	3
COMS 444	Communication and Compliance Gaining	3
COMS 3301	Podcast Production	3
COMS 4353	Social Media	3
Choose 9 Hours from the Following HHPS Courses		9
HHPS 210	Sport Psychology	3
HESM 300	E-Sports: Convention, Event and Trade Show Planning	3
HHPS 305	Programming and Events in Sport and Recreation	3
HHPS 350	Social Issues in Global Sport Economy	3
HHPS 400	Management of Sport & Recreation Organizations	3
HHPS 420	Marketing for Sport & Recreation	3
Minimum 18 Hours Required in the Minor		18
Electives Required to Meet Minimum Program Hours		24
<b>Total Hours</b>		<b>120</b>

## First Year

Fall	Hours
Coming Soon...	

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**Total Hours: 0**