

SPORTS MEDIA, BA

for the degree of Bachelor of Arts in Sports Media

The Sports Media major provides students with an in-depth education in sports media that will allow them to pursue the industry from an interdisciplinary perspective and prepare them for careers in sports media, including as broadcasters, PR and strategic communication professionals, content creators, and digital storytellers.

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Graduation Requirements

Minimum hours required for graduation: 124 hours

University Requirements

Minimum of 40 hours of upper-division coursework, generally at the 300- or 400-level. These hours can be drawn from all elements of the degree. Students should consult their academic advisor for additional guidance in fulfilling this requirement.

The university and residency requirements can be found in the Student Code (<https://studentcode.illinois.edu/article3/part8/3-801/>) (§ 3-801) and in the Academic Catalog (<http://catalog.illinois.edu/general-information/degree-general-education-requirements/>).

General Education Requirements

Follows the campus General Education (Gen Ed) requirements (<https://courses.illinois.edu/gened/DEFAULT/DEFAULT/>). Some Gen Ed requirements may be met by courses required and/or electives in the program.

Code	Title	Hours
	Composition I	4-6
	Advanced Composition	3
	Humanities & the Arts (6 hours)	6
	Natural Sciences & Technology (6 hours)	6
	Social & Behavioral Sciences (6 hours)	6
	Cultural Studies: Non-Western Cultures (1 course)	3
	Cultural Studies: US Minority Cultures (1 course)	3
	Cultural Studies: Western/Comparative Cultures (1 course)	3
	Quantitative Reasoning (2 courses, at least one course must be Quantitative Reasoning I)	6-10
	Language Requirement (Completion of the third semester or equivalent of a language other than English is required)	0-15

Code	Title	Hours
Required Major Courses		
MDIA 100	College of Media Orientation	1
MDIA 103	Sports Media for Majors	1
ADV 214	Sports Advertising & Branding	3
JOUR 161	Introduction to Sports Journalism	3
MACS 224	Sportsmedia Technology & Culture	3

Sports Media Electives 12

Select 12 hours from the list below. At least 6 hours must be from within the College of Media (ADV, JOUR, MACS, or MDIA)

ADV 314	Sports Public Relations
JOUR 361	Classics of Sports Journalism
JOUR 400	Newsroom Experience (Illini Sports Night section only, maximum of 3 hours)
MACS 324	Sport Documentaries
RST 130	Foundations of Sport Mgt
RST 205	Issues in Intercollegiate Athletics: The Big Ten Conference
RST 407	Sport Analytics: Data-Driven Decision Making

Media Electives (any ADV, JOUR, MACS, or MDIA course) 9

Sports Media Capstone 1

MDIA 498	Media Capstone
or ADV 495	Internship Seminar
or JOUR 495	Internship Seminar
or MACS 495	Internship Seminar

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This sample sequence is intended to be used only as a guide for degree completion. All students should work individually with their academic advisors to decide the actual course selection and sequence that works best for them based on their academic preparation and goals. Enrichment programming such as study abroad, minors, internships, and so on may impact the structure of this four-year plan. Course availability is not guaranteed during the semester indicated in the sample sequence.

Students must fulfill their Language Other Than English requirement by successfully completing a third level of a language other than English. For more information, see the corresponding section on the Degree and General Education Requirements page (<http://catalog.illinois.edu/general-information/degree-general-education-requirements/>).

First Year		
First Semester		Hours
MDIA 100		1
MDIA 103		1
JOUR 161		3
Composition I or General Education course		4
Language Other Than English (3rd level)		4
Elective		3
		16

Total Hours 16

First Year		
Second Semester		Hours
ADV 214		3
General Education course		3
General Education course		3

General Education course or Composition I	3
Elective	3
	15

Total Hours 15**Second Year**

First Semester	Hours
MACS 224	3
General Education course	3
General Education course	3
General Education course	3
Elective	3
	15

Total Hours 15**Second Year**

Second Semester	Hours
Sports Media Elective	3
General Education course	3
General Education course	3
General Education course	3
Elective	3
Elective	1
	16

Total Hours 16**Third Year**

First Semester	Hours
Sports Media Elective	3
Media Elective	3
General Education course	3
General Education course	3
Elective	3
Elective	3
	18

Total Hours 18**Third Year**

Second Semester	Hours
Sports Media Elective	3
Media Elective	3
General Education course	3
Elective	3
Elective	3
Elective	1
	16

Total Hours 16**Fourth Year**

First Semester	Hours
MDIA 498, ADV 495, JOUR 495, or MACS 495	1
Media Elective	3

Elective	3
Elective	3
Elective	3
	13

Total Hours 13**Fourth Year**

Second Semester	Hours
Sports Media Elective	3
Elective	3
Elective	3
Elective	3
Elective	3
	15

Total Hours 15**Total Hours: 124**

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Students in the BA in Sports Media will be able to:

- Understand concepts, theories, and methods in the fields of advertising, journalism, and media & cinema studies as applied to sports media.
- Use cutting edge tools and technology to analyze and evaluate the sports media landscape.
- Create ethical and culturally relevant sports media content.

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College of Media

College of Media Catalog page (<http://catalog.illinois.edu/schools/media/>)

College of Media website (<https://media.illinois.edu/>)

media-ssc@illinois.edu

(217)244-4329