

# SPORT COMMUNICATION MINOR (CHSS)

Banner Code: SCOM

## Academic Advising

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Fairfax Campus

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Website: [communication.gmu.edu/programs/la-minor-comm-scom](http://communication.gmu.edu/programs/la-minor-comm-scom)

This minor offers students the opportunity to examine important and timely sports-related issues in an ethical context as well as analyze sports from cross-cultural perspectives. Students will gain an understanding of sport mass media, sport communication, sports reporting, interpersonal and organizational communication, and the impact each has in our global society. The courses cover theory and practice in cross-platform communication, sports ethics and theoretical underpinnings, public relations, and marketing. The minor provides applied fundamentals for students seeking employment in the commercial world of sports (areas such as management or promotion of athletic organizations) and in sports media. The sport communication minor is offered jointly with the School of Recreation, Health, and Tourism (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/>) in the College of Education and Human Development (<http://catalog.gmu.edu/colleges-schools/education-human-development/>).

## Admissions & Policies

### Policies

Eight credits of coursework must be unique to the minor and students must complete all coursework with a minimum GPA of 2.00. For policies governing all minors, see AP5.3.4 Minors (<http://catalog.gmu.edu/policies/academic/undergraduate-policies/#ap-5-3-4>).

## Requirements

### Minor Requirements

Total credits: 18

Students should be aware of the specific policies associated with this program, located on the Admissions & Policies tab.

### Core Courses

Code	Title	Credits
COMM 203	Introduction to Journalism	3
COMM 320	Business and Professional Communication	3
SPMT 201	Introduction to Sport Management	3
SPMT 430	Sport Communication	3
Total Credits		12

### Electives

Code	Title	Credits
Select two electives from the following: <sup>1,2</sup>		
COMM 204	Introduction to Public Relations	6
COMM 208	Introduction to Media Production	
COMM 305	Foundations of Intercultural Communication (Mason Core) ( <a href="http://catalog.gmu.edu/mason-core/">http://catalog.gmu.edu/mason-core/</a> )	
COMM 351	News Writing and Reporting	
COMM 352	News Editing	
COMM 353	Broadcast Journalism	
COMM 354	Radio Production and Podcasting	
COMM 356	Video: Performance and Writing	
COMM 359	Media Management	
COMM 371	Sports Writing and Reporting	
COMM 372	Sports and the Media	
SPMT 302	Philosophical and Ethical Dimensions of Sport	
SPMT 304	Sport, Culture, and Society	
SPMT 305	Managing Intercollegiate Athletics	
SPMT 307	Sport Diplomacy	
SPMT 318	Diversity and Inclusion Issues in Sport	
SPMT 346	Sport History and Film	
SPMT 405	Sport Venues and Events	
SPMT 412	Sport Marketing and Sales	
or SRTM 412	Sport, Recreation and Tourism Marketing	
SPMT 420	Economics and Finance in the Sport Industry	
SPMT 440	Global Perspectives in Sport	
SPMT 455	Governance and Policy in Sport Organizations	
SPMT 480	Special Topics in Sport Management	

Total Credits 6

1

Special topics courses, when relevant, may be used to fulfill this requirement with the prior written approval of the director.

2

COMM majors are required to take one elective SPMT course.