

SPORT COMMUNICATION MINOR (CEHD)

Banner Code: SCOM

Academic Advising

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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 Department of Communication in the College of Humanities and Social Sciences.

COMM 356	Video: Performance and Writing
COMM 359	Media Management
COMM 361	Online Journalism
COMM 371	Sports Writing and Reporting
COMM 372	Sports and the Media
SPMT 201	Introduction to Sport Management
SPMT 302	Philosophical and Ethical Dimensions of Sport
SPMT 304	Sport, Culture, and Society
SPMT 318	Diversity and Inclusion Issues in Sport
SPMT 405	Sport Venues and Events
SPMT 412	Sport Marketing and Sales
SPMT 420	Economics and Finance in the Sport Industry
SPMT 440	Global Perspectives in Sport
SPMT 455	Governance and Policy in Sport Organizations

Total Credits 6

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 AP.5.3.4 Minors.

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 303	Writing across the Media	3
COMM 320	Business and Professional Communication	3
SPMT 201 or SPMT 304	Introduction to Sport Management Sport, Culture, and Society	3
SPMT 430	Sport Communication	3
Total Credits		12

Electives

Code	Title	Credits
Select two electives from the following: ¹		6
COMM 204	Introduction to Public Relations	
COMM 305	Foundations of Intercultural Communication (Mason Core)	
COMM 351	News Writing and Reporting	

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- Special topics courses, when relevant, may be used to fulfill this requirement with the prior written approval of the director.
 - Depending on which courses students took as a required course (above), they may use either SPMT 201 Introduction to Sport Management or SPMT 304 Sport, Culture, and Society as an elective.
 - COMM majors are required to take one elective SPMT course.