

SPORT COMMUNICATION MINOR (CEHD)

Banner Code: SCOM

Academic Advising

Phone: 703-993-5200

Email: srtm@gmu.edu

Website: <https://srtm.gmu.edu/sport-management/degree-options/sport-communication-undergraduate-minor/>

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), sports broadcasting and in other parts of the sport media business. The sport communication minor is offered jointly with the Department of Communication (<http://catalog.gmu.edu/colleges-schools/humanities-social-sciences/communication/>) in the College of Humanities and Social Sciences (<http://catalog.gmu.edu/colleges-schools/humanities-social-sciences/>).

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 (<http://catalog.gmu.edu/colleges-schools/humanities-social-sciences/communication/sport-communication-minor/#admissionspolicies>) tab.

Core Courses

Code	Title	Credits
COMM 309	Writing across the Media	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: ^{1,2}		
COMM 204	Introduction to Public Relations	3
COMM 305	Foundations of Intercultural Communication (Mason Core) (http://catalog.gmu.edu/mason-core/)	3
COMM 351	News Writing and Reporting	3
COMM 356	Video: Performance and Writing	3
COMM 359	Media Management	3
COMM 361	Online Journalism	3
COMM 371	Sports Writing and Reporting	3
COMM 372	Sports and the Media	3
SPMT 302	Philosophical and Ethical Dimensions of Sport	3
SPMT 304	Sport, Culture, and Society	3
SPMT 305	Managing Intercollegiate Athletics	3
SPMT 318	Diversity and Inclusion Issues in Sport	3
SPMT 405	Sport Venues and Events	3
SPMT 412	Sport Marketing and Sales	3
SPMT 420	Economics and Finance in the Sport Industry	3
SPMT 440	Global Perspectives in Sport	3
SPMT 455	Governance and Policy in Sport Organizations	3
SPMT 480	Special Topics in Sport Management	3

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.