

COMMUNICATION - SPORTS MEDIA AND ANALYTICS (BACHELOR OF ARTS)

The Bachelor of Arts degree in Communication is obtained by successfully completing 120 credit hours, with at least 72 hours outside the Communication major. Fifty-three (53) of those 72 hours must be courses in liberal arts and sciences. A minor outside of the major field is required for this degree.

The Jax MIX General Education requirements are made up of the following:

Course	Title	Credits
Jax MIX Communication		12
For math, select one course from the following:		
MS 110	Finite Mathematics	
or MS 112	Precalculus Algebra	
or MS 204	Basic Statistics	
Jax MIX Expression		9
Jax MIX Inquiry		8
Jax MIX Experience		12
Professional Development in Sports Management- Select two courses:		6
SMR 231	History of Sport	
SMR 331	Topics in International Sport Management and Recreation	
SMR 340	Legal and Ethical Aspects of Sport Management and Recreation	
SMR 335	Human Resource Management in Sport and Recreation	
Social and Cultural Foundations - Select two courses: ¹		6
AN 345	Cultural Anthropology	
AN 347	Current Social Issues	
EH 303	Survey of African American Literature I	
EH 304	Survey of African American Literature II	
EH 305	Native American Literature	
EH 420	Women's Literature	
EH 428	LGBTQ+ Literature	
FH 101	Beginner's French I	
FH 102	Beginner's French II	
SH 101	Beginner's Spanish I	
SH 102	Beginner's Spanish II	
SY 223	Social Problems	
SY 309	Sociology of Disability	
SY 356	Social Movements and Activism	
SY 360	Race, Ethnicity, and Society	
SY 366	Religion, Spirituality, and Cults	
SY 367	Sociology of Sexualities	
SY 368	Gender and Society	
Total Hours		53

¹ If six (6) hours of foreign language is selected, then students should pursue a sequence in SH or FH to do so.

Students must maintain a minimum GPA of 2.00 and complete, with a minimum grade of "C," all Department of Communication courses required for the degree. Students who make a grade of "D" or "F" in a communication course may repeat the course only once. A second "D" or "F" in the same course will exclude a student from majoring or minoring in communication.

A major in communication must include:

Course	Title	Credits
COM 200	Introduction to Mass Communication	3
COM 320	Video Production and Editing ¹	3
COM 358	Communication Theory	3
COM 380	Media Law (WI)	3
COM 395	Media Ethics (WI)	3
COM 415	Mass Communication Research ²	3
or COM 412	Digital Media Analytics	
COM 491	Internship ^{3, 4}	3
Total Hours		21

¹ Students in Digital Media Production and Sports Media Analytics - Broadcasting should avoid taking COM 320 Video Production and Editing (3) in corequisite with COM 301 Introduction to Television Production (3) or COM 302 Introduction to Audio Production (3).

² Students in Digital Journalism, Digital Media Production, and Public Relations and Advertising concentrations in the B.A. in Communication should take COM 415 Mass Communication Research (3). Students in the Sports Media and Analytics concentration should take COM 412 Digital Media Analytics (3).

³ COM 491 Internship (3), is a required course for all communication majors. Before registering for COM 491 Internship (3), a student must have satisfactorily completed specific courses in his/her area of concentration.

⁴ Each communication major should also complete a portfolio before graduation. To assess and improve its academic programs, the department must obtain periodic measurements of student learning. Such measures will include, among others, an exit exam and exit interview.

The concentration in Sports Media and Analytics Offers Students the flexibility to complete the program by pursuing one of three areas of focus in their studies - Digital Journalism, Broadcasting, or Public relations and advertising.

Students Must Choose One of the Following Three (3) Areas of Focus

Digital Journalism Focus:

Course	Title	Credits
COM 315	Introduction to News	3
COM 318	News Reporting	3
or COM 410	Media Features (WI)	
COM 319	Sports Writing and Reporting	3
COM 420	Advanced Reporting	3
COM 445	Media Management	3

3 hr COM Elective	3
3 hrs. of COM Workshop ^{4, 5}	3
SMR 410 Business of Sport	3

Broadcast Focus:

Course	Title	Credits
COM 205	Introduction to Broadcast Writing	3
COM 301	Introduction to Television Production	3
COM 302	Introduction to Audio Production	3
COM 352	Sports Broadcasting	3
COM 445	Media Management	3
COM 470	Advanced Electronic News	3
3 hrs COM Workshop ^{4, 5}		3
SMR 410	Business of Sport	3

Public Relations and Advertising Focus:

Course	Title	Credits
COM 304	Introduction to Advertising	3
COM 306	Sport Communication	3
COM 330	Introduction to Public Relations	3
COM 340	Public Relations Writing	3
COM 440	Campaign Management: Public Relations & Advertising	3
3 hr of COM Elective		3
3 hrs. of COM Workshop ^{4, 5}		3
SMR 410	Business of Sport	3

⁴ To complete the COM workshop section of each focus option, students may choose from any of our 1 hour COM Workshop courses (COM 360, COM 361, COM 362, COM 363, COM 364, or COM 365). Student may repeat any section up to 3 times, or complete different workshops to vary their experience.

⁵ Students enrolling in COM 360 Media Workshop - News Publishing (1), COM 361 Media Workshop - Radio Broadcasting (1), COM 362 Media Workshop - Public Relations & Advertising (1), COM 363 Media Workshop - Video News (1), COM 364 Media Workshop - Sports Media Production (1), COM 365 Media Workshop - Multimedia Production (1), COM 475 Directed Study (3), or COM 491 Internship (3) must apply for **eligibility** into those courses **no later** than the pre-registration period preceding the semester in which the courses will be taken. Media workshop courses are strongly recommended electives for all students.

For Students Completing 3 hours of COM Elective Credit in the Digital Journalism or Public Relations and Advertising Focus Areas, they may choose a course from the following courses for elective credit:

Course	Title	Credits
COM 301	Introduction to Television Production	3
COM 302	Introduction to Audio Production	3
COM 304	Introduction to Advertising	3
COM 305	Advanced Audio Production	3
COM 306	Sport Communication	3
COM 307	Media Literacy	3
COM 309	Entertainment & Media	3
COM 315	Introduction to News	3

COM 316	Podcasting	3
COM 325	Publication Design	3
COM 330	Introduction to Public Relations	3
COM 345	Social Media Strategy	3
COM 350	Announcing	3
COM 385	Multimedia Design	3
COM 397	Advanced Video Production	3
COM 400	Public Relations and Advertising Case Studies	3
MKT 301	Principles of Marketing	3
MKT 325	Digital Marketing	3
MKT 378	Consumer Behavior	3
SMR 231	History of Sport	3
SMR 331	Topics in International Sport Management and Recreation	3
SMR 355	Principles of Finance in Sport Management and Recreation	3
SMR 410	Business of Sport	3
SMR 425	Contemporary Issues in Sport Management and Recreation	3

In addition to courses noted below, candidates for graduation must successfully complete all JSU Academic Regulations. **More information about Jax MIX requirements (<https://catalog.jsu.edu/undergraduate/jax-mix-requirements/>) and Alabama Transfers equivalents (<https://catalog.jsu.edu/undergraduate/alabama-transfers-equivalents/>) can be found in their respective section of the catalog.**

Freshman

Fall	Hours
Jax MIX Communication: EH Composition Sequence	3
Jax MIX Expression: Fine Arts	3
EH 141 Speech (Jax MIX Communication)	3
MS 110 or MS 112 or MS 204 Finite Mathematics (Jax MIX Communication) or Precalculus Algebra or Basic Statistics	3
Jax MIX Experience: History	3
SSC 101 First Year Experience	0
Hours	15

Spring

Jax MIX Communication: EH Composition Sequence	3
Jax MIX Inquiry: Science	4
Jax MIX Experience: History	3
COM 200 Introduction to Mass Communication	3
Minor or General Electives	3
Hours	16

Sophomore

Fall

Jax MIX Expression: Literature	3
Jax MIX Inquiry: Science	4
Jax MIX Experience: Social/Behavioral Science	3
COM 320 Video Production and Editing	3
Concentration Focus ^{1, 2, 3}	3
Hours	16

Spring

Jax MIX Expression: Literature	3
Jax MIX Experience: Social/Behavioral Science	3
Social and Cultural Foundations	3
COM Workshop	1
Concentration Focus ^{1, 2, 3}	3

Concentration Focus ^{1, 2, 3}	3
Hours	16
Junior	
Fall	
Professional Development - Sports Management	3
COM 358 Communication Theory	3
COM 380 Media Law (WI)	3
COM Workshop	1
SMR 410 Business of Sport	3
Hours	13
Spring	
Professional Development - Sport Management	3
Concentration Focus ^{1, 2, 3}	3
Concentration Focus ^{1, 2, 3}	3
COM 412 Digital Media Analytics	3
General Elective or Minor	3
COM Workshop	1
Hours	16
Senior	
Fall	
COM 395 Media Ethics (WI)	3
General Elective or Minor	6
Concentration Focus ^{1, 2, 3}	3
Hours	12
Spring	
COM 491 Internship	3
General Elective or Minor Hours	10
Social and Cultural Foundations	3
Hours	16
Total Hours	120

¹ Digital Journalism Focus - Order of Course Completion - COM 315, COM 318, COM 410, COM 319, COM 445, and COM 420. Students should note that COM 420 is a spring course to be taken during their senior year.

² Broadcast Focus - Order of Course Completion - COM 205, COM 301, COM 302, COM 352, COM 445, and COM 470. Students should note that COM 470 is a spring course during their senior year.

³ Public Relations and Advertising Focus - Order of Completion - COM 330, COM 340, COM 304, COM 306, COM 400, COM 440. Students should note COM 440 is a fall course to be taken during their senior year.