

SPORTS MEDIA AND ANALYTICS MAJOR

Program Curriculum

Code	Title	Credits
Degree Core Requirements		
COMM 1004	First-Semester Experience in Communication	1
COMM 1014	Introduction to Communication	3
COMM 2024	Media Writing	3
COMM 2084	Media and Society	3
COMM 2094	Communication and Issues of Diversity	3
COMM 2124	Introduction to Communication Research	3
COMM 4024	Communication Law	3
Subtotal		19
Major Requirements		
JMC 2034	Visual News Reporting	3
JMC 2074	Introduction to Sports Media (PATHWAY-3)	3
JMC 3154	Multimedia Reporting (PATHWAY-1A)	3
JMC 3314	Sports Journalism	3
JMC 3174	Advanced Multimedia Reporting	3
JMC 3344	Sports Data Journalism	3
JMC 4334	Communication Ethics	3
JMC 4834	Sportscenter	3
COMM 3900	Bridge Experience	0
Major Restricted Electives		
Select one of the following:		3
JMC 1114	Introduction to Media Production Technology	
JMC 3114	Video Production: Studio	
JMC 3284	Data Journalism	
JMC 3304	Topics in Sports Communication	
JMC 3324	Sports Play-by-Play Reporting	
JMC 3334	Sports as Entertainment	
PR 3344	Public Relations and Sports	
JMC 4064	Social Media Analytics	
JMC 4094	Broadcast Management	
JMC 4114	Photojournalism	
JMC 4144	Magazine Writing	
JMC 4264	Social Media Theory and Practice	
JMC 4274	Broadcasting Performance	
JMC 4334	Communication Ethics	
JMC 4344	Free Speech in Cyberspace	
JMC 4814	Digital Newsroom: Online	
JMC 4824	Digital Newsroom: Broadcast	
COMM 4204	Communication Internship	
Subtotal		27
Minor and Electives		
Complete 29 credits in minor, cognate, or double major and electives ¹		29
Subtotal		29
Pathways to General Education		
<i>Pathways Concept 1 - Discourse</i>		

COMM 1015	Communication Skills ²	3
COMM 1016	Communication Skills ²	3
Select three credits in Pathway 1a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A)		3
<i>Pathways Concept 2 - Critical Thinking in the Humanities</i>		
Select six credits in Pathway 2 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02)		6
<i>Pathways Concept 3 - Reasoning in the Social Sciences</i>		
Select six credits in Pathway 3 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G03)		6
<i>Pathways Concept 4 - Reasoning in the Natural Sciences</i>		
Select six credits in Pathway 4 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04)		6
<i>Pathways Concept 5 - Quantitative and Computational Thinking</i>		
Select six credits in Pathway 5f (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G05F)		6
Select three credits in Pathway 5a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G05A)		3
<i>Pathways Concept 6 - Critique and Practice in Design and the Arts</i>		
Select three credits in Pathway 6a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06A)		3
Select three credits in Pathway 6d (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06D)		3
<i>Pathways Concept 7 - Critical Analysis of Identity and Equity in the United States</i>		
Select three credits in Pathway 7 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G07)		3
Subtotal		45
Total Credits		120

¹ In addition to degree core, major, and Pathways requirements, students must complete at least 29 credit hours in the following categories to reach 120 credit hours for graduation:

1. **Minor, cognate, or double major**—Beyond studies in Sports Media and Analytics and other mass communication disciplines, students must build content knowledge in another area of focus by completing a minor or cognate (minimum 18 credits) or double major (credits vary by major).
2. **Electives**—Once students complete a minor or cognate, they may still need hours for graduation. Students might consider education abroad, an internship, a field study, undergraduate research, independent study, or other non-required Pathways or foreign language courses. Students should not **include ADV, COMM, JMC, or PR courses** among these electives.

² Students who transfer into the major after their freshman year may substitute ENGL 1105 First-Year Writing and ENGL 1106 First-Year Writing for COMM 1015 Communication Skills and COMM 1016 Communication Skills. Those transfer students should take COMM 2004 Public Speaking for Pathways Concept 1A and COMM 2014 Communication Principles of Teamwork for 3 of the required credits hours toward Pathways Concept 3. Students may need to take a different number of credit hours in certain categories due to substitutions or transferring from other majors. Please consult with your academic advisor.

Progress Toward Degree

A student will be certified as making satisfactory progress toward a degree by meeting these requirements:

- Completion of COMM 1004 First-Semester Experience in Communication within the first 3 classes (9 credits) in the major.
- Completion of COMM 1014 Introduction to Communication within the first 6 classes (18 credits) in the major. Minimum grade of C- required.
- Completion of COMM 2124 Introduction to Communication Research within the first 8 classes (24 credits) in the major.
- Overall GPA—Students who fall below 2.0 will follow university policies for probation and subsequent suspension if the GPA is not raised during the probation period.
- Major GPA—Students who fall below 2.0 in their major coursework will have one semester to regain the required GPA standards. All ADV, COMM, JMC, and PR courses are included in this calculation. A student who fails to make satisfactory progress toward degree after that semester will be blocked from continuing in SMA or another School of Communication major.

Graduation Requirements

- Minimum of 120 semester credit hours from the following categories: Core Degree Requirements (19), Major Requirements (24), Major Restricted Electives (3), Pathways General Education (45), Minor and Electives (29).
- Each student is required to complete a minimum of 70 credits outside ADV, COMM, JMC, or PR courses.
- Overall GPA of 2.0; major GPA 2.0, based on all ADV, COMM, JMC, and PR courses the student has completed.
- Courses taken in major to fulfill graduation requirements must be graded A-F (not pass/fail).
- ADV, COMM, JMC, and PR courses taken for a minor may **not** be counted toward major requirements.

Foreign Language Requirement

Foreign Language-Requirement can be met in one of three ways:

- 2 years of single foreign or classical language or American Sign Language in middle or high school, **OR**
- Credit by examination for a foreign or classical language or American Sign Language (This option is available only to students who learned a foreign language without the benefit of formal training.), **OR**
- 6 college-level semester credits in a single foreign or classical language or American Sign Language. These credits are in addition to the 120 required for graduation.

Roadmap

First Year		
Fall Semester		Credits
COMM 1004	First-Semester Experience in Communication	1
COMM 1015	Communication Skills	3
Pathway 2 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02)		3
Pathway 3 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G03)		3
Pathway 4 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04)		3

Pathway 5f (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G05F)		3
Credits		16
Spring Semester		
COMM 1014	Introduction to Communication	3
COMM 1016	Communication Skills	3
Pathway 4 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04)		3
Pathway 5f (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G05F)		3
Pathway 6a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06A)		3
Credits		15
Second Year		
Fall Semester		
COMM 2024	Media Writing	3
COMM 2124	Introduction to Communication Research	3
COMM 2084	Media and Society	3
Pathway 1a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A)		3
Pathway 5a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G05A)		3
Credits		15
Spring Semester		
COMM 2094	Communication and Issues of Diversity	3
JMC 2034	Visual News Reporting	3
Pathway 2 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02)		3
Pathway 3 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G03)		3
Pathway 6d (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06D)		3
Credits		15
Third Year		
Fall Semester		
JMC 2074	Introduction to Sports Media (PATHWAY-3)	3
JMC 3154	Multimedia Reporting (PATHWAY-1A)	3
Pathway 7 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G07)		3
Free Electives		3
Free Electives		3
Credits		15
Spring Semester		
JMC 3314	Sports Journalism	3
JMC 3174	Advanced Multimedia Reporting	3
COMM 3900	Bridge Experience	0
Restricted Electives		3
Free Electives		3
Free Electives		3
Credits		15
Fourth Year		
Fall Semester		
JMC 3344	Sports Data Journalism	3
JMC 4334	Communication Ethics	3
Free Electives		3
Free Electives		3
Free Electives		3
Credits		15
Spring Semester		
JMC 4834	Sportscenter	3
COMM 4024	Communication Law	3
Free Electives		3
Free Electives		3

Free Electives	2
Credits	14
Total Credits	120

Major Restricted Electives

Code	Title	Credits
JMC 1114	Introduction to Media Production Technology	3
JMC 3114	Video Production: Studio	3
JMC 3284	Data Journalism	3
JMC 3304	Topics in Sports Communication	3
JMC 3324	Sports Play-by-Play Reporting	3
JMC 3334	Sports as Entertainment	3
JMC 4064	Social Media Analytics	3
JMC 4094	Broadcast Management	3
JMC 4114	Photojournalism	3
JMC 4144	Magazine Writing	3
JMC 4264	Social Media Theory and Practice	3
JMC 4274	Broadcasting Performance	3
JMC 4334	Communication Ethics	3
JMC 4344	Free Speech in Cyberspace	3
JMC 4814	Digital Newsroom: Online	3
JMC 4824	Digital Newsroom: Broadcast	3
PR 3344	Public Relations and Sports	3
COMM 4204	Communication Internship	1-6