

SPORTS MEDIA (BA)

The Sports Media major prepares students to become ethical, industry-ready storytellers, producers, and strategists in today's global sports industry. Blending communication theory, digital culture, and media ethics with specialized coursework in sports broadcasting, video journalism, leadership, analytics, and the business of sport, the major trains students to create professional-quality content for television, radio, digital, and social platforms while critically examining how sports shape culture, identity, and social change. Through required practicum work with Rambler Sports Locker and other student media, a supervised internship with teams, leagues, agencies, or venues, and opportunities for travel study in global sports contexts, students build robust portfolios and professional networks in Chicago's sports environment and beyond, graduating prepared for careers in sports journalism, on-air performance, production, social and digital content, and communication roles across the sports industry.

Related Programs

Major

- Communication Studies (BA) (<https://catalog.luc.edu/undergraduate/communication/communication-studies/communication-studies-ba/>)
- Sport Management (BBA) (<https://catalog.luc.edu/undergraduate/business/sport-management-bba/>)

Curriculum

Code	Title	Hours
School of Communication Foundation Courses		
COMM 100	SOC Career Prep Seminar	1
COMM 175	Introduction to Communication	3
COMM 200	Digital Communication and Society	3
COMM 215	Ethics & Communication	3
COMM 282	Media Law	3
Required Courses		
SPRT 130	The Business of Sports	3
COMM 145	Video for Journalists	3
COMM 205	Reporting Basics I: Writing and Interviewing	3
COMM 256	Broadcast Newswriting	3
COMM 265	Sports Broadcasting	3
COMM 242	Rambler Sports Locker	3
COMM 243	Leadership and Social Change in Sports	3
COMM 395	Sports Media Internship	3
Electives Select Two of the Following:		
COMM 207	Photojournalism	
COMM 244	Sports Analytics & Visualization	
COMM 245	Sports Advertising & Marketing	
COMM 302	Sports on Screen	
COMM 372	Special Topics: Multimedia Journalism ¹	
COMM 373	Digital Storytelling Abroad	
SPRT 320	Social Aspects of Sport Management	
SPRT 345	Globalization of Sport Industry	

SPRT 375	Sport Media	
Total Hours		43

¹ Must Select COMM 372: Multimedia Sports Communication

Suggested Sequence of Courses

Course	Title	Hours
First Year		
Fall		
COMM 145	Video for Journalists	3
COMM 175	Introduction to Communication	3
Hours		6
Spring		
COMM 200	Digital Communication and Society	3
SPRT 130	The Business of Sports	3
Hours		6
Second Year		
Fall		
COMM 205	Reporting Basics I: Writing and Interviewing	3
COMM 215	Ethics & Communication	3
Hours		6
Spring		
COMM 100	SOC Career Prep Seminar	1
COMM 256	Broadcast Newswriting	3
COMM 265	Sports Broadcasting	3
Hours		7
Third Year		
Fall		
COMM 242	Rambler Sports Locker	3
COMM 282	Media Law	3
Hours		6
Spring		
COMM 243	Leadership and Social Change in Sports	3
Elective 1		3
Hours		6
Fourth Year		
Fall		
Elective 2		3
Hours		3
Spring		
COMM 395	Sports Media Internship	3
Hours		3
Total Hours		43

School of Communication Graduation Requirements

All Undergraduate students in the School of Communication are required to take two Writing Intensive courses (6 credit hours) as well as complete a foreign language requirement at 102-level or higher (3 credit hours) or a language competency test. More information can be found here (<https://www.luc.edu/soc/undergrad/soclanguage requirement/>).

Undergraduate Policies and Procedures

Please see Undergraduate Policies and Procedures (<https://catalog.luc.edu/academic-standards-regulations/undergraduate/>) for academic policies that supersede those of academic units within the University.

Learning Outcomes

- Produce multimedia sports content that meets industry standards for journalism, broadcasting, and digital storytelling.
- Identify and apply relevant ethical principles and journalistic standards when creating and evaluating sports media content.
- Evaluate how sports media influences cultural narratives, social change, and global perspectives.
- Develop, and deliver cohesive sports media projects, demonstrating effective communication tailored to different audiences and platforms.
- Analyze trends, audience engagement, and the business of sports media, presenting their findings clearly and persuasively.