

BACHELOR OF ARTS IN MULTIMEDIA COMMUNICATION, SPORTS BROADCASTING TRACK

Overview

The sports broadcasting track was designed to prepare students for the ever-expanding field of sports media. Students on this track have direct access to sports broadcasting opportunities through Youngstown State University Athletics, including NCAA Division I sports, via Horizon League and Missouri Valley Conference (i.e., Penguin football) streams and broadcasts. Students learn the process of preparing content through the pre- and post-production phases as well as evaluation of the content.

This curriculum is designed to prepare students in pursuit of careers not only in sports media but also in expanding avenues of communication such as cross-platform sports production (i.e., preparing sports content for multiple platforms), media sales and advertising, writing and editing, and independent production. Sports media internships are available at regionally based, national and international media organizations such as ESPN and Fox Sports affiliates and flagship locations.

Possible Careers

- Camera operator
- Digital media producer, director, editor
- On-air host
- Media sales
- Media management
- Multimedia producer
- Public and media relations
- Radio DJ
- Sports journalist, blogger
- Sports media content producer
- Sports media director, editor
- Social media manager, content creator
- Sports TV/Radio show host, producer
- Sports video blogger (vlogger)
- Video producer, director, editor

COURSE	TITLE	S.H.
FIRST YEAR STUDENT REQUIREMENT-SUCCESS SEMINAR		
YSU 1500	Success Seminar	1-2
or SS 1500	Strong Start Success Seminar	
or HONR 1500	Intro to Honors	
GENERAL EDUCATION		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
GE Mathematics Course	*Any approved GE math course, MATH 2623 or 2623C recommended	3-6
GE: Arts and Humanities (6 SH)		6
GE: Natural Sciences	*1 science course must include a lab	7
GE: Social Sciences (6 SH)		
MCOM 1595	Media Literacy and Culture *required for major	3
GE: Social Science Course		3

GE: Social and Personal Awareness		
CMST 2610	Intercultural Communication *required for major	3
GE: Social & Personal Awareness		3
Foreign Language Requirement		
FNLG 1550	Elementary Foreign Language (or FNLG 1505)	4
FNLG 2600	Intermediate Foreign Language (or FNLG 1506)	4
Required Support Courses		
CMST 1500	Exploring Communication	3
CMST 3790	Personal Brand Communication	3
JOUR 2602	Media Writing	3
JOUR 4824	Communication Law	3
MCOM Core Requirements		
MCOM 2624	Communication Technology - Photo and Video	3
MCOM 2625	Communication Technologies: Aesthetics and Design	3
MCOM 2683	Foundations of Multicamera Production	3
MCOM 2685	Producing	3
MCOM 3726	American Media: History, Principles and Practices	3
MCOM 3780	Presentational Literacy	3
MCOM 3782	Advanced Multicamera Production	3
MCOM 4850	Applied Production	3
Sports Broadcasting Requirements		
MCOM 1570	Sports Field Production 1	3
MCOM 3793	Broadcast Sports Performance	3
MCOM 3794	Cross-platform Sports Broadcasting	3
MCOM 3795	Sports Field Production 2	3
MCOM Electives (6 SH) ^{Select}		
Select 2 of the following courses: MCOM 3781, MCOM 3784, MCOM 3791, MCOM 4882, MCOM 4884, MCOM 4888		
Seminar Requirement		
MCOM 4897	Seminar in Telecommunication	3
or JOUR 4825	Selected Topics in Journalism	
Senior Capstone		
MCOM 4899	Senior Project	3
Free Electives *Hours will vary based on what is needed for 120 SH		
		14
Total Semester Hours		120-125

*Student must complete a minimum 39 SH of upper-level courses, 37XX and above.

Year 1		
Fall		
		S.H.
YSU 1500	Success Seminar	1-2
or SS 1500	or Strong Start Success Seminar	
or HONR 1500	or Intro to Honors	
ENGL 1550	Writing 1	3-4
or ENGL 1549	or Writing 1 with Support	
CMST 1500	Exploring Communication	3
MCOM 1570	Sports Field Production 1	3
JOUR 2602	Media Writing	3
MCOM 2624	Communication Technology - Photo and Video	3
or MCOM 2625	or Communication Technologies: Aesthetics and Design	
Semester Hours		16-18
Spring		
MCOM 1595	Media Literacy and Culture	3

MCOM 2625 or MCOM 2624	Communication Technologies: Aesthetics and Design or Communication Technology - Photo and Video	3	Free Elective	3
			Semester Hours	12
			Total Semester Hours	120-125

MCOM 2685	Producing	3
ENGL 1551	Writing 2	3
GE: Math Course Recommended	Any approved GE: MATH, MATH 2623 or 2623C	3-6
Semester Hours		15-18

Year 2

Fall

MCOM 2683	Foundations of Multicamera Production	3
MCOM 3780	Presentational Literacy	3
CMST 1545	Communication Foundations	3
GE: Lab Science		4
FNLG 1550	Elementary Foreign Language	4
Semester Hours		17

Spring

MCOM 3782	Advanced Multicamera Production	3
MCOM 3795	Sports Field Production 2	3
CMST 2610	Intercultural Communication	3
GE: Arts and Humanities		3
FNLG 2600	Intermediate Foreign Language	4
Semester Hours		16

Year 3

Fall

MCOM 3726	American Media: History, Principles and Practices	3
CMST 3790	Personal Brand Communication	3
MCOM 3793	Broadcast Sports Performance	3
GE: Social & Personal Awareness		3
GE: Arts and Humanities		3
Semester Hours		15

Spring

JOUR 4824	Communication Law	3
MCOM 3794	Cross-platform Sports Broadcasting	3
MCOM Elective	*MCOM 3781, MCOM 3784, MCOM 3791, MCOM 4882, MCOM 4884, MCOM 4888	3
GE: Natural Science		3
GE: Social Science		3
Semester Hours		15

Year 4

Fall

MCOM 4850	Applied Production	3
MCOM 4897 or JOUR 4825	Seminar in Telecommunication or Selected Topics in Journalism	3
Free Elective		3
Free Elective		3
Free Elective		2
Semester Hours		14

Spring

MCOM 4899	Senior Project	3
MCOM Elective	*MCOM 3781, MCOM 3784, MCOM 3791, MCOM 4882, MCOM 4884, MCOM 4888	3
Free Elective		3

LEARNING OUTCOMES

The student learning outcomes for the B.A. degree program are as follows:

- The student will construct arguments using basic reasoning skills and avoiding fallacies;
- The student will compose messages using multi-media technology;
- The student will design written, oral, and visual messages to communicate ideas to a specific audience;
- The student will appraise the values, attitudes, and goals of a potential audience using demographic and psychographic variables;
- The student will describe the prevailing theories of electronic media and appraise the relative value of each.