

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, basketball, soccer) 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 broadcasting, but also in expanding avenues of communication such as media sales and advertising, storytelling and content creation, 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.

COURSE	TITLE	S.H.
FIRST YEAR STUDENT REQUIREMENT-SUCCESS SEMINAR		
YSU 1500	Success Seminar	1-2
or YSU 1500S	Youngstown State University 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
GE Mathematics Course	*Any approved GE math course, MATH 2623 or 2623C recommended	3
Arts and Humanities (6 s.h.)		
JOUR 2603	Media Ethics and Social Responsibilities ^{required for major}	3
GE: Arts & Humanities Course		3
GE: Natural Sciences (7 s.h.) ^{2 different science courses, 1 MUST include a lab}		
GE: Natural Science Course		3
GE: Natural Science Course with a Lab		4
GE: Social Sciences (6 SH)		
MCOM 1595	Media Literacy and Culture ^{required for major}	3
CMST 2610	Intercultural Communication	3
General Education Elective (9 s.h.)		
CMST 1545	Communication Foundations ^{either CMST 1545 or 2620 is required for major}	3
or CMST 2620	Science Communication	
GE: General Education Elective		3
GE: General Education Elective		3
Required Support Courses		
CMST 1500	Exploring Communication	3
CMST 3790	Personal Brand Communication	3
JOUR 2602	Media Writing	3
JOUR 4824	Communication Law	3
Multimedia Communication Core Requirements		
MCOM 2624	Communication Technology - Photo and Video	3
MCOM 2625	Communication Technologies: Aesthetics and Design	3

MCOM 2683	Foundations of Multicamera Production	1
MCOM 2683L	Multicamera Lab 1	2
MCOM 2685	Producing	3
MCOM 3726	American Media: History, Principles and Practices	3
or JOUR 3726	American Media: History, Principles and Practices	
MCOM 3780	Presentational Literacy	3
MCOM 4850L	Applied Production	3
Sports Broadcasting Requirements		
MCOM 1570	Sports Field Production 1	3
MCOM 1570L	Sports Broadcasting Lab 1	3
MCOM 3782	Advanced Multicamera Production	1
MCOM 3782L	Multicamera Lab 2	2
MCOM 3793L	Broadcast Sports Performance	2
MCOM 3795L	Sports Broadcasting Lab 2	3
MCOM 4879	Game Day Content Production	3
MCOM 4882	Live Event Production	3
JOUR 3759	Sports Journalism	3
JOUR 3769	Sports Public Relations	3
CMST 5889	Theory of Sports and Communication	3
or HIST 3723	History of American Sports	
or JOUR 3790	Documentary Storytelling	
Seminar Requirement		
MCOM 4897	Seminar	3
or JOUR 4825	Selected Topics in Journalism	
Senior Capstone		
MCOM 4899	Senior Project	3
MCOM Elective (6 SH) ^{Select}		6
Select 2 of the following courses: MCOM 3711, MCOM 3781L, MCOM 3784, MCOM 3791, MCOM 4884L, MCOM 4890, MCOM 4888		
Free Electives ^{*Hours will vary based on what is needed for 120 SH}		8-6
Total Semester Hours		120
*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 YSU 1500S	or Youngstown State University 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
MCOM 1570L	Sports Broadcasting Lab 1	3
MCOM 2683	Foundations of Multicamera Production	1
MCOM 2683L	Multicamera Lab 1	2
Semester Hours		16-18
Spring		
MCOM 1595	Media Literacy and Culture	3
MCOM 2624	Communication Technology - Photo and Video	3
or JOUR 2602	or Media Writing	
MCOM 2625	Communication Technologies: Aesthetics and Design	3
or CMST 2610	or Intercultural Communication	
MCOM 2685	Producing	3

ENGL 1551	Writing 2	3	Free Elective	2-0
Semester Hours		15	Semester Hours	14-12
Year 2			Total Semester Hours	120
Fall			LEARNING OUTCOMES	
MCOM 3726	American Media: History, Principles and Practices	3	The student learning outcomes for the B.A. degree program are as follows:	
MCOM 3780	Presentation Literacy	3	SL01: Students will compose messages using multi-media technology.	
JOUR 2602 or MCOM 2624	Media Writing or Communication Technology - Photo and Video	3	SL02: Students will use the production process to construct written, oral and visual messages for a specific audience.	
JOUR 2603	Media Ethics and Social Responsibilities	3	SL03: Students will examine and apply legal and ethical concepts associated with careers in mass media.	
GE: Natural Science		3	SL04: Students will describe the prevailing theories and professional structures of electronic media both in the U.S. and globally.	
Semester Hours		15		
Spring				
MCOM 3782	Advanced Multicamera Production	1		
MCOM 3782L	Multicamera Lab 2	2		
JOUR 3759	Sports Journalism	3		
CMST 3790	Personal Brand Communication	3		
CMST 1545 or CMST 1545H or CMST 2620	Communication Foundations or Honors Communication Foundations or Science Communication	3		
GE: Arts and Humanities		3		
Semester Hours		15		
Year 3				
Fall				
MCOM 4882	Live Event Production	3		
MCOM 3793L	Broadcast Sports Performance	2		
CMST 2610	Intercultural Communication	3		
GE: Natural Science with Lab		4		
GE: General Education Elective		3		
Semester Hours		15		
Spring				
MCOM 4879	Game Day Content Production	3		
MCOM 3795L	Sports Broadcasting Lab 2	3		
MCOM Elective		3		
JOUR 3769	Sports Public Relations	3		
CMST 5889 or HIST 3723 or JOUR 3790	Theory of Sports and Communication or History of American Sports or Documentary Storytelling	3		
Semester Hours		15		
Year 4				
Fall				
MCOM 4850L	Applied Production	3		
MCOM 4897 or JOUR 4825	Seminar or Selected Topics in Journalism	3		
GE: Math		3		
Free Elective		3		
GE: General Education Elective		3		
Semester Hours		15		
Spring				
MCOM 4899	Senior Project	3		
JOUR 4824	Communication Law	3		
Free Elective		3		
MCOM Elective		3		