Sports Communication

Required Courses

How to Enter a Career Working in the Sports Industry

Did you know it takes 30 people doing all kinds of jobs to make every professional athlete's job happen? I am one of those 30: I plan the sports event, I advertise the event and market the tickets and other products sold at the event, I broadcast and report the event, I manage the sports facility, I coach the athletes and I manage the development of their careers from prep school through college on to the pros. I am a Sports Communication specialist.

What Will I Study?

Students in Sports Communication develop a strong set of "soft" communication skills working with people one on one, on teams and in formal settings in the Core courses. They identify one of four workplace applications in which they acquire the "hard" skills to complete their jobs: Management and Leadership, Broadcasting/Journalism, Event and Facilities Management or Media and Marketing (Advertising, Marketing, Public Relations). They finish their curriculum with an academic minor chosen to expand their interests and marketability. The Sports Communication course (COMM 389) includes a team project to plan, execute and assess a "value-added" activity at a Ferris sports event or a fund-raising event hosted by Sports Careers RSO.

Why Choose This Major?

Sports Communication students not only earn a degree but they also build their resume with experiences working in the sports industry. Majors have held paid jobs with the Athletic Department, including Game Day Manager, responsible for setting up 15+ intercollegiate sports facilities and managing a staff of 30+ student workers, many of whom are Sports Communication majors. Through guest speakers in class and community events (such as the Sports Speakers Series), students can network into internships and career tracks in sports from the amateur/recreational level to professional and from K-12 to the major leagues. Student athletes find the major accommodating to their schedules and career goals. Sports Careers RSO supports major coursework with program activities ranging from travel to conferences and career fairs to community service outreach in partnership with Special Olympics College Club.

What are Sports Communication Graduates Doing Now?

The job titles of our graduates include athletic director, professional athlete, coach, events operations manager for a professional basketball team, and director of education for a coaches association. Graduates have earned advanced degrees in communication, higher-education student-affairs and sports studies. Graduates have pursued careers in sports law and sports
psychology.

**Admission Requirements**

First year student admission is open to high school graduates (or equivalent) who demonstrate academic preparedness, maturity and seriousness of purpose with educational backgrounds appropriate to their chosen program of study. High school courses and grade point average, ACT/SAT16 composite score, and ACT/SAT16 reading and mathematics subscores will be considered in the admission and placement process. Transfer students must have at least 12 credits at the time of application with a minimum 2.0 overall GPA including an English and Mathematics course, or they must provide their high school records and ACT/SAT16 scores for admission review.

**General Education Requirements**

All University General Education requirements for a Bachelor’s degree is here

Please consult this link for a complete listing of General Education Electives.

Consult the Required Courses above or the program advisor for program specific General Education requirements.

**Graduation Requirements**

The Sports Communication program leads to a bachelor of science degree. Graduation requires (1) a minimum 2.0 GPA overall, (2) no grade lower than 'C' in any COMM or ENGL class, (3) a 2.0 GPA in the applications to the workplace courses, (4) at least 40 credits at or above the 300 level, (5) completion of all general education requirements as outlined on the General Education website, and (6) completion of a minimum of 120 credits.

**More Information**

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ADA compliant checksheets are being developed for the 2019-2020 Catalog. If you would like to request an ADA compliant checksheet before the 19-20 catalog is published, please send your request to: FSUCurriculum@ferris.edu