Sports Communication

Official Program Checksheet

Why Choose Sports Communication?

The sports industry has become a major player in the national and world economy. Beyond the obvious competition events involving players, coaches and spectators, the industry requires many support personnel to manage, market and broadcast events. At every level of involvement, appropriate and effective communication is required. This concentration offers students an opportunity to acquire knowledge and develop skills and confident attitudes to succeed at any level of participation in the sports industry.

Students make important career network connections through participating in class projects; interacting with guest speakers; and working with the Ferris Athletic Department in broadcasting, game management, marketing, sports information, compliance and athlete advising and retention.

One unique feature of the Sports Communication program is the "Application to the Workplace" which requires students to take at least 18 credit hours in their chosen career area. One "Application" area is Television and Digital Media Production. Students may also select an Academic Minor from the options available, including marketing, journalism, and public relations. Students must also complete an internship for the purpose of gaining real-world experience valued by employers.

Career Opportunities

A degree in Sports Communication positions students with specific skills and experiences that prepares them for success in a variety of careers in the sports industry. Graduates have entered into careers in event planning for the NFL, facilitating a leadership development program for the NCAA, compiling and analyzing statistics for ESPN, and owning and managing their own sports companies.

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 can be found here: http://www.ferris.edu/HTMLS/academics/general-education/requirements/BA-BS.htm

Please consult this link for a complete listing of General Education Electives: http://www.ferris.edu/HTMLS/academics/general-education/courses/index.htm

Consult the official checksheet or 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

ADVISOR: Dr. Sandy Alspach
PHONE: 231-591-2779
EMAIL: alspachs@ferris.edu

Department of Humanities
Ferris State University
1009 Campus Drive/JOH 119
Big Rapids, MI 49307-2280
Phone: 231-591-3675