

## **Sports Communication**

### **Program Requirements**

Sports Communication, BS Program Checksheet

Includes:

- Major Courses and General Education Courses
- Admission and Transfer Requirements
- Graduation Requirements

### **How to Enter a Career Working in the Sports Industry - Program Spotlight**

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 Major courses. They identify one of five Content Specialties in which they acquire the "hard" skills to complete their jobs: Management and Leadership concentration, Multimedia Journalism minor, Event Management minor, Integrated Marketing Techniques minor, or Sports Science minor. They finish their curriculum with an additional academic minor chosen to expand their interests and marketability. The Sports Communication course (COMM 389) features 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 Marketing and Sponsorship Coordinator, Creative (Media) Intern, and Game Day Manager, who is responsible for setting up 17 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?**

Job titles of our graduates include athletic director, professional athlete, coach, summer camps coordinator, sports editor of a local newspaper, news reporter for a major city TV station, and director of education for a women's sports administrators 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.

## **More Information**

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