SPORTS MEDIA MINOR

Program Requirements

Code	Title	Credits
Required Courses		**12**
COM-2220	Digital Content Writing	
COM-3400	Sports Media and Production	
SPM-2620	Sport Marketing and Sales	
Selected Courses		**8**
COM-2210	Digital Media and Society	
COM-2600	Sports and Film	
COM-3150	Multimedia Writing and Storytelling	
COM-3245	Public Relations Strategy and Production	
COM-3710	Multimedia Production	
SPM-3045	Sport Law and Ethical Decision-Making	
Total Credits		**20**

Regulations Governing Minors

1. Minors at Aurora University are optional. They are not required for graduation.
2. A minor shall comprise a minimum of 18 semester hours.
3. At least 25% of the credits applied to a minor must be earned at AU.
4. Each minor must be developed and monitored by an approved program committee of the faculty; new or substantially revised minors require the approval of the Board of Trustees based on recommendations from the program committee, the appropriate school/college governance bodies, the Academic Dean, appropriate university governance bodies, the Chief Academic Officer, and the President.
5. Beyond the minimum coursework requirement, the content, structure, and extent of a minor are prerogatives of the individual program committees within the schools and colleges of the university, except as otherwise defined or restricted by the academic regulations.
6. No "D" will apply toward minors.
7. A maximum of four (4) semester hours of credit/no credit coursework will apply toward a minor.

Learning Outcomes

Upon completion of the Sports Media minor, students will be able to:

1. Critically analyze and evaluate sports media content across various platforms, and its impact on public perception and behavior.
2. Create compelling multimedia content (written, audio, and visual) tailored for both traditional and digital sports media outlets.
3. Develop effective communication skills specific to sports media contexts, including interviewing, reporting, and storytelling techniques.