

SPORTS AND MEDIA, MINOR

This minor will provide students with the foundational knowledge and skills needed to organize and run sport-related events, as well as develop effective media and promotional campaigns for these events. In addition, students will gain an understanding of the various political and economic forces impacting the world of sports and explore comparative approaches through an optional travel abroad experiential learning opportunity.

Student Learning Outcomes

- The student will demonstrate an understanding of the historical and cultural foundations of sports-related activities and events.
- The student will develop and successfully demonstrate the skills and techniques involved with the promotion, production and/or presentation of sports-related activities and events.

This minor requires a minimum of 15 credit hours, consisting of 9 required credit hours and six credit hours taken from an approved list of electives. A minimum of 6 hours will be at the upper-division level. Students must have a grade of "C" or better in each course. A minimum of six hours used to meet the minor requirements must be earned in residence at Washburn University. Students may request alternate coursework be accepted toward the minor. Students should make these requests prior to completing coursework.

Code	Title	Hours
Required Courses		
MM 155	Sports and the Media	3
MM 393	Special Topics/Mass Media (Section Name: Sports Branding and Promotion)	3
KN 370	Facility & Event Management	3
Subtotal		9
Elective Courses		
Select two courses from the following or contact advisor for other appropriate choices:		6
EN 190	Film Appreciation	
KN 315	Special Topics in Kinesiology (Section Name: Sports Traditions and Cultural History of Europe)	
MM 199	Professional Media Applications	
SO 315	Sociology of Sport	
Total Hours		15