

SPORT AND EVENT MEDIA, BA

Overview

The Bachelor of Arts degree in Sport & Event Media prepares students to learn both the front-facing strategic media side of content creation as well as the behind-the-scenes operations of sport and event management. Event management courses teach logistics, sponsorship, budgeting, and audience engagement — all skills media professionals benefit from. The result is expanded career paths and industry versatility for graduates as they will have career skills and options that reach beyond strictly media strategy and production to also include sports marketing, event coordination, and fan engagement roles.

Degree Requirements

In addition to the requirements stated below, students must complete an additional 31-32 hours of General Education (<https://catalog.washburn.edu/undergraduate/programs-degrees-graduation-requirements/general-education-requirements/>), all requirements for a Bachelor of Arts (<https://catalog.washburn.edu/undergraduate/college-arts-sciences/degrees/bachelor-arts/>) degree, and any additional hours needed to reach the minimum 120 credit hours required for graduation. Some of the courses below may also fulfill general education or other degree requirements. Please see your advisor for more information.

A minor (or certificate) is required for all Sport and Event Media majors. Minors and certificates vary in credit hours but most are between 15-18 credit hours. Students with a double major do not have to complete a minor. The Department of Kinesiology's Minor in Coaching as well as other interdisciplinary minors (outside of the Sports & Media Minor) are acceptable options that can also fulfill the minor requirement.

Code	Title	Hours
Required Math Gateway Course		
MA 112	Contemporary College Mathematics ¹	3
Required Courses Inside Mass Media Department		
MM 155	Sports and the Media	3
MM 199	Professional Media Applications	3
MM 204	Sports Media Writing	3
MM 316	Sports Video Production	3
MM 408	Sports Branding & Promotion	3
MM 494	Internship ²	2
MM 499	Career Development & Digital Portfolio	2
Required Courses Inside Kinesiology Department		
KN 248	Wellness Concepts and Applications	3
KN 298	Foundations of Sport & Recreation Management	3
KN 306	Organization and Governance in Sport & Recreation Management	3
KN 370	Facility & Event Management	3
KN 380	Legal Concepts in Sport & Recreation Management	3
KN 470	Ethics in Sport & Recreation Management	3
Other Required Courses		
CN 150	Public Speaking	3
Choose one Upper Division Elective from either Kinesiology or Mass Media ³		3

KN XXX Kinesiology Upper Division Elective

MM XXX Mass Media Upper Division Elective

Total Hours 46

¹ If student has already completed a different college math course, please discuss with your advisor.

² Students are encouraged to complete multiple internships. To be eligible for the MM 494 Internship class, you must have 80 credit hours completed. The internship must be approved and proper paperwork submitted prior to the semester you want to intern.

³ Sport and Event Media majors must choose one additional course offered outside their core courses from either the kinesiology or mass media department to satisfy the three (3) hour upper division elective (300 level or higher). Check with your advisor for the best fit.