

# BACHELOR OF ARTS IN TELECOMMUNICATION STUDIES, SPORTS BROADCASTING TRACK

## Overview

The sports broadcasting track was designed to prepare students for the ever-expanding field of sports media. Students on this track have direct access to sports broadcasting opportunities through Youngstown State University Athletics, including NCAA Division I sports, via Horizon League and Missouri Valley Conference (i.e., Penguin football) streams and broadcasts. Students learn the process of preparing content through the pre- and post-production phases as well as evaluation of the content. Courses include Broadcast Sports Producing & Writing, Broadcast Sports Performance, Cross-Platform Sports Broadcasting, Sports Media Production, and Sports Field Production.

The telecommunication studies-sports broadcasting track curriculum is designed to prepare students in pursuit of careers not only in sports media but also in expanding avenues of communication such as cross-platform sports production (i.e., preparing sports content for multiple platforms), media sales and advertising, writing and editing, and independent production. Sports media internships are available at regionally based, national and international media organizations such as ESPN and Fox Sports affiliates and flagship locations.

## Possible Careers

- Camera operator
- Digital media producer, director, editor
- On-air host
- Media sales
- Media management
- Multimedia producer
- Public and media relations
- Radio DJ
- Sports journalist, blogger
- Sports media content producer
- Sports media director, editor
- Social media manager, content creator
- Sports TV/Radio show host, producer
- Sports video blogger (vlogger)
- Video producer, director, editor

## Complementary Minors

- Advertising and Public Relations
- Business
- Creative Writing
- Digital Media
- Electronic Commerce Tech
- Entrepreneurship
- Graphic Design
- Interactive Design
- Journalism
- Magazine and Specialty Reporting
- Management
- Marketing
- Multimedia and Web Design

- Multimedia Reporting
- Photography
- Professional Writing and Editing
- Social Media Campaigns
- Web Communications

## Admission Policy

Students who declare an intent to major in telecommunication studies, whether on the media arts track or sports broadcasting track, will be assigned to the "Pre-Telecommunication" (Pre-TCOM) category. Upon completion of 15 semester hours while in the Pre-TCOM category, and completion of ENGL 1550, TCOM 1570 OR 1580, and TCOM 1581 (with grades of "A" or "B" in all three), students will be reassigned to the "Telecommunication Studies" (TCOM) category and track of choice (media arts OR sports broadcasting).

Students may transfer to the Pre-TCOM, but not TCOM, category from another program at YSU or from another institution. Students who have completed associate- or bachelor-level degrees also may enter the Pre-TCOM, but not TCOM, category. Upon completion of 15 semester hours while in the Pre-TCOM category, and completion of ENGL 1550, TCOM 1570 OR 1580, and TCOM 1581 (with grades of "A" or "B" in all three), students will be reassigned to the TCOM category.

Students who have interrupted their attendance at YSU for three consecutive semesters or more will be assigned to the Pre-TCOM category upon return (even if the student was a TCOM major). After completion of 15 semester hours while in the Pre-TCOM category, and completion of ENGL 1550, TCOM 1570 OR 1580, and TCOM 1581 (with grades of "A" or "B" in all three), students will be reassigned to the TCOM category.

COURSE	TITLE	S.H.
<b>General Education Requirements</b>		
Core Competencies		12
ENGL 1550	Writing 1	
ENGL 1551	Writing 2	
CMST 1545	Communication Foundations	
Mathematics Requirement (e.g., MATH 2623, STAT 2625)		
Arts and Humanities		6
Natural Sciences		7
Social Science		6
Social and Personal Awareness		6
General Education Elective or First-Year Experience Course (e.g., CCAC 1500)		3
FNLG 1550	Elementary Foreign Language	4
FNLG 2600	Intermediate Foreign Language	4
<b>Major Requirements</b>		
TCOM 1500	Orientation to Telecommunication Studies	1
TCOM 1510	Sports Field Production 1	1
TCOM 1570	Elements of Sports Production and Law	3
TCOM 1581	Telecommunication Technologies	2
TCOM 2682	Scriptwriting for Electronic Media	3
TCOM 2683	Media Operations and Performance	3
TCOM 3792	Broadcast Sports Producing and Writing	3
TCOM 3793	Broadcast Sports Performance	3
TCOM 3794	Cross-platform Sports Broadcasting	3
TCOM 3795	Sports Media Production 1	3
TCOM 4887	Theories and Criticisms of Telecommunication	3
TCOM 4889	Broadcast Sports Internship	3
TCOM 4899	Capstone	2
<b>TCOM Electives</b>		7

Select a minimum of 7 s.h. of TCOM Electives.

<b>Minor Requirements (some minors require more than 18 credits)</b>	18
<b>Electives (students must complete 48 hours of upper division courses; 37xx and above)</b>	14
<b>Total Semester Hours</b>	120
<b>Year 1</b>	
<b>Fall</b>	
ENGL 1550 Writing 1	3
MATH XXXX Approved General Education	3
TCOM 1500 Orientation to Telecommunication Studies	1
TCOM 1570 Elements of Sports Production and Law	3
TCOM 1581 Telecommunication Technologies	2
NS XXXX Natural Science GER + lab	4
<b>Semester Hours</b>	16
<b>Spring</b>	
ENGL 1551 Writing 2	3
CMST 1545 Communication Foundations	3
TCOM 1510 Sports Field Production 1	1
TCOM 2682 Scriptwriting for Electronic Media	3
TCOM 2683 Media Operations and Performance	3
AH XXXX GER Arts & Humanities	3
<b>Semester Hours</b>	16
<b>Year 2</b>	
<b>Fall</b>	
TCOM 3792 Broadcast Sports Producing and Writing	3
Minor Course	3
NS XXXX GER Natural Science	3
SPA XXXX GER Social & Personal Awareness	3
FNLG 1550 Elementary Foreign Language	4
<b>Semester Hours</b>	16
<b>Spring</b>	
TCOM 3793 Broadcast Sports Performance	3
Minor course	3
AH XXXX GER Arts & Humanities	3
SS XXXX GER Social Sciences	3
FNLG 2600 Intermediate Foreign Language	4
<b>Semester Hours</b>	16
<b>Year 3</b>	
<b>Fall</b>	
TCOM 3794 Cross-platform Sports Broadcasting	3
Minor course	3
SPA XXXX GER Social & Personal Awareness	3
SS XXXX GER Social Sciences	3
<b>Semester Hours</b>	12
<b>Spring</b>	
TCOM 4887 Theories and Criticisms of Telecommunication	3
TCOM 3795 Sports Media Production 1	3
TCOM XXXX Upper-division Elective	3
Upper-division Minor course	3
GER XXXX General Education elective	3
<b>Semester Hours</b>	15
<b>Year 4</b>	
<b>Fall</b>	
TCOM 4889 Broadcast Sports Internship	3
Upper-division Minor course	3
Upper-division General Elective	3
Upper-division General Elective	3

Upper-division General Elective	3
<b>Semester Hours</b>	15
<b>Spring</b>	
TCOM 4899 Capstone	2
TCOM XXXX Upper-division Elective	3
Upper-division Minor course	3
Upper-division General Elective	3
Upper-division General Elective	3
<b>Semester Hours</b>	14
<b>Total Semester Hours</b>	120

**LEARNING OUTCOMES**

The student learning outcomes for the B.A. degree program in telecommunication studies are as follows:

- The student will construct arguments using basic reasoning skills and avoiding fallacies;
- The student will compose messages using multi-media technology;
- The student will design written, oral, and visual messages to communicate ideas to a specific audience;
- The student will appraise the values, attitudes, and goals of a potential audience using demographic and psychographic variables;
- The student will describe the prevailing theories of electronic media and appraise the relative value of each.