

Sport Media and Culture, BA

The sport media and culture major examines the complex and dynamic relationship between sporting organizations and media companies, and how this relationship shapes the cultures of sports in the U.S. and beyond. Students take courses in the area of sport and media and the area of sport and culture in order to gain an understanding of how cultural meanings are shaped and contested through sport.

Coursework provides students with the critical skills necessary to understand sport media's relationships to economics, politics, and education. A focus on race, class, gender, and sexuality in sports is central to the major.

Learning Outcomes

Graduates of the BA in sport media and culture learn how to study sports critically and understand their complex relationships with cultural meanings. This entails an understanding of:

- contemporary U.S. sports' relationship with media and how this relationship intersects with other institutions and contexts including politics and the economy;
- the diversity of sporting experiences in the U.S., including how opportunities for and the nature of participation are influenced by social class, race, ethnicity, nationality, gender, sexuality, age, and ability/disability; as well as how that diversity is represented in sport media;
- the historical and cultural forces that shape the relationship between U.S. sport and media from the 19th century to the present;
- U.S. sport media's relationship to global sport media and the historical, political, and social factors that impact it; and
- the theories and research methods that allow students to forge their own well-informed and clearly communicated critical studies of sport media.

Requirements

The Bachelor of Arts with a major in sport media and culture requires a minimum of 120 s.h., including 33 s.h. in sport media and culture courses, plus a second major, certificate, or minor (see the section titled "Second Area of Study"). Students must maintain a grade-point average of at least 2.00 in all courses for the major and in all UI courses for the major. At least 24 s.h. of credit for the major must be earned at the University of Iowa. Students must also complete the College of Liberal Arts and Sciences GE CLAS Core.

Students may count a maximum of 56 s.h. of sport media and culture courses (prefix SMC) toward the 120 s.h. required for the degree. Sport media and culture majors who also complete another major or minor offered by the School of Journalism and Mass Communication must earn a minimum of 56 s.h. from courses offered outside of the school.

The BA with a major in sport media and culture requires the following coursework.

Requirements	Hours
Foundation Courses	6
Sport and Media Courses	12

Sport and Culture Courses	12
Capstone Course	3
Second Area of Study	

Foundation Courses

Course #	Title	Hours
Both of these:		
SMC:1050	Sport and the Media	3
SPST:1074	Inequality in American Sport	3

Sport and Media Courses

In addition to the following courses, students with a second major in journalism and mass communication may take JMC:3413 Sports Writing, JMC:3421 Sport Content Marketing, or JMC:3530 Social Media Marketing (when the topic is "Sports") as one of the two courses numbered 3000 or above.

Students may use a maximum of 3 s.h. of internship credit to satisfy major requirements.

Course #	Title	Hours
At least 6 s.h. from these:		
SMC:2084	Sport and Film	3
SMC:2101	Digital Media and the Future of Sport	3
SMC:2400	Sport Media and Culture Experience	1-3
SMC:2415	Prep Sports Report	1-3
SMC:2500	Sport and Technology	3
At least 6 s.h. from these:		
SMC:3182	Sport, Scandal, and Strategic Communication in Media Culture	3
SMC:3184	Narrative Sports Journalism	3
SMC:3186	Athletes, Activism, and Social Media	3
SMC:3187	American College Athletics: A Big Money Tradition Unlike Any Other	3
SMC:3188	Staging the World's Game: Soccer and Media	3
SMC:3540	The Business of Sport Communication	3
SMC:3600	Internship in Sport and Media (only 3 s.h. of internship credit satisfies major requirements)	1-3

Sport and Culture Courses

Students may only use 3 s.h. of internship credit to satisfy major requirements.

Course #	Title	Hours
At least 6 s.h. from these:		
SPST:2077	Sport and Religion in America	3
SPST:2078	Women, Sport, and Culture	3
SPST:2079	Race and Ethnicity in Sport	3
SPST:2170	Sport and Globalization	3
SPST:2847	Hawkeye Nation: On Iowa and Sport	3
At least 6 s.h. from these:		

SPST:3078	Archiving Women's History	3
SPST:3171	Baseball in America	3
SPST:3172	Football in America	3
SPST:3173	Cultures of Basketball	3
SPST:3176	Sport and Nationalism	3
SPST:3178	History of Sport in the United States	3
SPST:3500	The Olympics	3
SPST:3600	Internship in Sport and Culture (only 3 s.h. of internship credit satisfies major requirements)	1-3

Capstone Course

Course #	Title	Hours
This course:		
SMC:4500	Sport Media and Culture Capstone	3

Optional Sport Media and Culture Electives

Students may earn elective credit by completing additional sport media and culture coursework from the following.

Course #	Title	Hours
SMC:1000	First-Year Seminar	1
SPST:3193	Independent Study	1-3
SPST:4999	Honors Project	1-3

Second Area of Study

Every student majoring in sport media and culture must complete a second area of study. The second area of study enables students to acquire a substantial body of knowledge or expertise in a relevant area, learn how another discipline views the world, and/or develop a companion set of skills to those in sport media and culture.

Students must complete the requirements for the sport media and culture major (at least 33 s.h.) and must satisfy the second area of study requirement in one of three ways.

Option 1

Students complete a second major.

Option 2

Students complete an undergraduate certificate. Students may not double count courses for the major and a certificate being used as their second area of study.

Option 3

Students complete an undergraduate minor. Students may not double count courses for the major and a minor being used as their second area of study.

Honors

Honors in the Major

Students majoring in sport media and culture have the opportunity to graduate with honors in the major. They must maintain a University of Iowa grade-point average (GPA) of at least 3.33 and a GPA of at least 3.50 in the major.

The honors project is usually undertaken in a student's final semester. Students should identify a potential project topic and advisor from the sport media and culture faculty the semester before. Work for the honors project is done under the supervision of a faculty member with expertise in the topic the student is exploring. Projects typically take the form of traditional scholarly research. However, they also can be organized around public engagement, the digital humanities, or other formats decided on in consultation with the faculty advisor.

Students should enroll in SPST:4999 Honors Project.

Students who pursue honors projects in two departments may not submit the same project for both unless special permission is obtained from each department. Such an option would require more substance and depth than projects undertaken in one department. Students should check with honors advisors from both departments before they pursue such projects.

University of Iowa Honors Program

In addition to honors in the major, students have opportunities for honors study and activities through membership in the University of Iowa Honors Program. University honors students must maintain a 3.33 UI cumulative GPA, complete 12 s.h. of coursework designated as honors courses, and complete 12 s.h. of an experiential learning project. Visit Honors at Iowa for more details.

Membership in the UI Honors Program is not required to earn honors in the sport media and culture major.

Career Advancement

Students who major in sport media and culture can pursue a wide variety of exciting career paths within and beyond the growing and diverse field of sport media. These include more established careers in storytelling (writing, public relations, and marketing) as well as emerging professions in social media, podcasting, digital market research, and analytics. The major also provides students with a firm background in the critical and contextual analysis of sport media institutions that can prepare them for careers in law or for socially committed organizations that seek to transform sport by making it more equitable, diverse, and inclusive.

The School of Journalism and Mass Communication and the Pomerantz Career Center offer multiple resources to help students find internships and jobs.

Academic Plans

Four-Year Graduation Plan

The following checkpoints list the minimum requirements students must complete by certain semesters in order to stay on the university's Four-Year Graduation Plan. Courses in the major are those required to complete the major; they may be offered by departments other than the major department.

Before the fifth semester begins: declaration of the major.

Before the sixth semester begins: second area of study determined.

Before the seventh semester begins: SMC:1050 Sport and the Media, SPST:1074 Inequality in American Sport, at least

four additional sport media and culture courses, and at least 90 s.h. earned toward the degree.

Before the eighth semester begins: at least eight sport media and culture courses.

During the eighth semester: SMC:4500 Sport Media and Culture Capstone (if not already taken), all remaining coursework in the major, including all remaining GE CLAS Core courses, and a sufficient number of semester hours to graduate.

Sample Plan of Study

Sample plans represent one way to complete a program of study. Actual course selection and sequence will vary and should be discussed with an academic advisor. For additional sample plans, see MyUI.

Sport Media and Culture, BA

Course	Title	Hours
Academic Career		
Any Semester		
GE CLAS Core: Sustainability ^a		
Hours		0
First Year		
Fall		
SPST:1074	Inequality in American Sport ^{b, c}	3
RHET:1030 or ENGL:1200	Rhetoric: Writing and Communication or The Interpretation of Literature	3 - 4
GE CLAS Core: Natural Sciences without Lab ^d		3
GE CLAS Core: World Languages First Level Proficiency or elective course ^e		4 - 5
CSI:1600	Success at Iowa	1
Hours		14-16
Spring		
SMC:1050	Sport and the Media ^c	3
ENGL:1200 or RHET:1030	The Interpretation of Literature or Rhetoric: Writing and Communication	3 - 4
GE CLAS Core: Natural Sciences with Lab ^d		4
GE CLAS Core: World Languages Second Level Proficiency or elective course ^e		4 - 5
Hours		14-16
Second Year		
Fall		
Major: sport and culture course (2000-level) ^{f, g}		3
Major: sport and media course (2000-level) ^f		3
GE CLAS Core: Quantitative or Formal Reasoning ^d		3
GE CLAS Core: World Languages Third Level Proficiency or elective course ^e		4 - 5
Elective course ^h		3
Hours		16-17
Spring		
Major: sport and culture course (2000-level) ^{f, g}		3
Major: sport and media course (2000-level) ^f		3
GE CLAS Core: Social Sciences ^d		3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course ^e		4 - 5
Elective course ^h		3

Internship: apply for summer internships (not required for the degree but strongly encouraged)

Hours		16-17
Third Year		
Fall		
Major: sport and culture course (3000-level) ^f		3
Major: sport and media course (3000-level) ^f		3
Major: second area of study course ⁱ		3
Major: second area of study course or elective ^{h, i}		3
GE CLAS Core: Historical Perspectives ^d		3
Hours		15
Spring		
Major: sport and culture course (3000-level) ^f		3
Major: second area of study course ⁱ		3
Major: second area of study course ⁱ		3
Major: second area of study course or elective ^{h, i}		3
GE CLAS Core: Values and Society ^d		3
Internship: apply for summer internships (not required for the degree but strongly encouraged)		
Hours		15
Fourth Year		
Fall		
Major: sport and media course (3000-level) ^f		3
Major: second area of study course or elective ^{h, i}		3
Major: second area of study course or elective ^{h, i}		3
Major: second area of study course or elective ^{h, i}		3
GE CLAS Core: Literary, Visual, and Performing Arts ^d		3
Hours		15
Spring		
SMC:4500	Sport Media and Culture Capstone	3
Major: second area of study course or elective ^{h, i}		3
Major: second area of study course or elective ^{h, i}		3
Major: second area of study course or elective ^{h, i}		3
GE CLAS Core: International and Global Issues or elective course ^{d, h, j}		3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) ^k		
Hours		15
Total Hours		120-126

a Sustainability must be completed by choosing a course that has been approved for Sustainability AND for one of these General Education areas: Natural Sciences; Quantitative or Formal Reasoning; Social Sciences; Historical Perspectives; International and Global Issues; Literary, Visual, and Performing Arts; or Values and Society.

b Fulfills a major requirement and may fulfill a GE requirement.

c Students should complete these foundation courses as early as possible.

d GE CLAS Core courses may be completed in any order unless used as a prerequisite for another course. Students should consult with an advisor about the best sequencing of courses.

e Students who have completed four levels of a single language or two levels of two different languages in high school or college have satisfied the GE CLAS Core World Languages requirement. Students who have completed three levels of a single language may complete a fourth-

level course in the same language or may choose an approved World Language and Cultural Exploration course. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course. Contact your academic advisor or CLAS Undergraduate Programs Office with questions concerning the World Languages requirement.

- f See the General Catalog for list of approved courses.
- g Note: SPST:2170 also satisfies both the Sustainability and the International and Global Issues GE requirements.
- h Students may use elective courses to earn credit towards the total s.h. required for graduation or to complete a double major, minors, or certificates.
- i Students must complete a second area of study. There are three options: 1) complete a second major; 2) complete an undergraduate certificate; or 3) complete an undergraduate minor. Students may not double count courses for their SMC major and a certificate or minor being used as their second area of study.
- j Students who completed SPST:2170 for the major have already satisfied the International and Global Issues GE requirement.
- k Please see Academic Calendar, on Office of the Registrar website, for current degree application deadlines. Students should apply for a degree for the session in which all requirements will be met. For any questions on appropriate timing, contact your academic advisor or Degree Services.