

Sport Media and Culture, BA

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.