

# Sport Media and Culture, BA

## 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 "Second Area of Study" below. 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 also must complete the College of Liberal Arts and Sciences GE CLAS Core.

Sport media and culture majors who also complete another major, minor, or certificate 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:		
JMC:1050	Sport and the Media	3
SPST:1074	Inequality in American Sport	3

## Sport and Media Courses

In addition to the courses listed below, students with a second major in journalism and mass communication may take JMC:3413 Sports Writing as one of the two courses numbered 3000 or above.

Course #	Title	Hours
Both of these:		
JMC:2084	Sport and Film	3
SPST:2500	Sport and Technology	3
Two of these:		
JMC:3135	Digital Media and the Future of Sport	3
JMC:3182	Sport, Scandal, and Strategic Communication in Media Culture	3
JMC:3184	Narrative Sports Journalism	3
JMC:3540	The Business of Sport Communication	3

## Sport and Culture Courses

Course #	Title	Hours
Two of 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
Two of these:		
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

## Capstone Course

Course #	Title	Hours
One of these:		
JMC:4510	Sport Media and Culture Capstone Research Project	3
JMC:4520	Sport Media and Culture Capstone Internship	3

## Optional Sport Media and Culture Electives

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

Course #	Title	Hours
SPST:1847	Hawkeye Nation: On Iowa and Sport	3
SPST:3193	Independent Study	arr.
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.