

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 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. earned in School of Journalism and Mass Communication courses toward the 120 s.h. required for the degree. Students who are earning two majors from the same department (e.g., a BA in sport media and culture and a BA in journalism and mass communication) may apply more than 56 s.h. from their home department toward their degree, but they must earn at least 56 s.h. of credit in courses outside their home department in order to graduate.

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 count a combined maximum of 3 s.h. from SMC:2400 Sport Media and Culture Experience, SMC:2405 Chicago Sports Media Experience, and SMC:2415 Prep Sports Report toward the 6 s.h. requirement.

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:2090	Sport and Documentary	3
SMC:2101	Digital Media and the Future of Sport	3

SMC:2400	Sport Media and Culture Experience	1-3
SMC:2405	Chicago Sports Media Experience	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:		
SMC:2800	Sport and Commemoration	3
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:3173	Cultures of Basketball	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
SMC:3650	America's Games: Baseball, Football, and Nationalism	3
SMC:3670	Latinas/os/x in American Sport	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.