

SPORTS MEDIA RELATIONS

Catalog Year: Fall 2024

School of
Communication & Journalism



EASTERN ILLINOIS UNIVERSITY™

NAME: _____

ENUMBER: _____

GENERAL EDUCATION

LANGUAGE: 9 HRS

Course	Hours	Grade	Semester
ENG 1001G: Comp & Lang	3		
ENG 1002G: Comp & Lit	3		
CMN 1310G: Intro to Speech	3		

MATH: 3 HRS

Course	Hours	Grade	Semester

CULTURAL DIVERSITY

Course	Hours	Grade	Semester

FOREIGN LANGUAGE

Exempt?	Yes	No		
Course	Hours	Grade	Semester	

FINE ARTS/HUMANITIES: 9 HRS

Type	Course	Hours	Grade	Semester
Fine Art				
Humanity				
Fine Art/ Humanity				

SCIENTIFIC AWARENESS: 7 HRS

Type	Course	Hours	Grade	Semester
Bio Science				
Phys Science				
Lab				

SOCIAL/BEHAVIORAL SCIENCES: 9 HRS

Course	Hours	Grade	Semester
JOU 2001G: Journalism & Democracy	3		

SENIOR SEM: Requirement met by major capstone class

SPORTS MEDIA RELATIONS MAJOR (FA23)

JOURNALISM CORE: 40 HRS

Course	Hours	Grade	Semester
JOU 2000: Fundamentals of News Gathering	3		
JOU 2001G: Journalism & Democracy	3		
JOU 2101: News Reporting & Writing*	3		
JOU 2902: Copy Editing & Design	3		
JOU 2950: Intro to Visual Communication	3		
JOU 3000: Advanced Reporting*	3		
JOU 3002: Intro to Multimedia JOU	3		
JOU 3610: Broadcast News*	3		
JOU 3750: Social Media Engagement	3		
JOU 3940: History of American JOU	3		
JOU 3970: Race, Gender, & the Media*	3		
JOU 4401: Journalism Portfolio*	1		
JOU 4420: Communication Law & Ethics	3		
JOU 4730: Journalism Capstone Seminar*	3		

SPORTS MEDIA CORE: 9 HRS

Course	Hours	Grade	Semester
JOU 2850: Sports Media Relations*	3		
JOU 3706: Writing for Sports Media*	3		
JOU 3953: Perspectives on Sports & Media*	3		

LIBERAL ARTS REQUIRED COURSEWORK: 6 HRS

Elective Course	Hours	Grade	Semester
PLS 3603: State and Local Government	3		
ECON or SOC:	3		

SPORTS MEDIA ELECTIVES: 6 HRS

Students may select any JOU course as an elective, except JOU 1000G.

Elective Course	Hours	Grade	Semester

*Course has pre-reqs. Please see catalog for details.

A minimum grade of "C" is required for all JOU courses and a minimum GPA of 2.5 is required for all JOU coursework.

WHAT WILL I STUDY?

The Sports Media Relations option provides students with the skills and knowledge needed to work as sports media professionals.

Students learn and practice skills related to the fundamentals of working with the media, athletes and coaches. From managing crisis situations, recording statistics, writing game reports, marketing teams, organizing press conferences, and managing game events students learn to navigate the ever-changing media landscape to promote teams and athletes and to write and produce across multiple platforms and multimedia.

Students learn to think critically, produce creatively, write precisely, process information quickly, interview thoughtfully, manage people, and develop an excellent work ethic.

WHAT CAREERS CAN I PURSUE?

Sports Media Relations graduates are prepared to work in collegiate athletic departments and on the staffs of professional athletic organizations as sports information directors, assistant directors, writers, website content producers and more. They are also qualified to cover sports for various publications and websites.

As with any graduate from the Journalism program, students graduate with skills that are the foundation for any job that requires researching, talking to people, asking questions and synthesizing what is learned into a cohesive, coherent article or report.

RESOURCES

School of Communication & Journalism
www.eiu.edu/cmnojou/

Journalism Homepage
www.eiu.edu/journalism/

Department Honors
www.eiu.edu/journalism/honors.php

Internship Information
www.eiu.edu/journalism/internships.php

Student Media
www.eiu.edu/journalism/media.php

Scholarship Information
www.eiu.edu/journalism/scholarships.php

Accreditation Council
www.acejmc.org/

The Daily Eastern News
www.dailyeasternnews.com/

News Watch
www.weiu.net/news_watch/index.php

SAMPLE COURSE SEQUENCE

FRESHMAN	
FALL	SPRING
ENG 1001G CMN 1310G BIO GEN ED JOU 2000 JOU 2001G	ENG1002G MAT GEN ED PHYSICAL SCI GEN ED ART/HUM GEN ED SOC/BEH GEN ED
SOPHOMORE	
FALL	SPRING
JOU 2101 JOU 2950 SOC/BEH GEN ED ART/HUM GEN ED PLS 3603	JOU 2902 JOU 2850 JOU 3750 ART/HUM GEN ED SOC/ECON
JUNIOR	
FALL	SPRING
JOU 3002 JOU 3610 JOU 3953 ELEC/MINOR ELEC/MINOR	JOU 3000 JOU elective JOU 3706 JOU 3970 ELEC/MINOR
SENIOR	
FALL	SPRING
JOU 3940 JOU elective ELEC/MINOR ELEC/MINOR ELEC/MINOR/INTERNSHIP	JOU 4401 JOU 4420 JOU 4730 ELEC/MINOR ELEC/MINOR/INTERNSHIP