
Sport Communication

[Dr. Isaac Woo](#), Coordinator

Phone: (540) 568-3815

Email: woocw@jmu.edu

[Print Version of Catalog](#) ■

Sport Communication

This minor consists of course work offered in communication studies, media arts and design, and kinesiology for students with an interest in sports media and communication.

Due to enrollment limitation in required courses, admission to JMU does not guarantee admission to the sport communication minor. Students interested in this program must apply for a limited number of spaces while first completing [KIN 242](#) and [SCOM 260](#). The School of Communication Studies reviews applications for admission to the sport communication minor. Students should complete the application (available from the school website) and submit it by email to scm@jmu.edu. Students will receive an email acknowledging receipt of their application, which should be kept. Applications are due by November 15 (fall semester) and April 15 (spring semester). Students who have applied by these deadlines will be notified of the admission decision at the end of the semester in which they complete [KIN 242](#) and [SCOM 260](#). Admission is granted to the most qualified students as determined by their performance in these courses.

Students who are not admitted may file one additional application before the next regular academic year. Students reapplying must apply in two consecutive years of enrollment at the university. If a student reappplies after retaking [KIN 242](#) and/or [SCOM 260](#) (whether repeat or repeat/forgive), the school will look only at the highest grades earned when evaluating their second application.

Because of the curriculum sequence, it typically takes four consecutive semesters to complete the minor. Rising seniors typically cannot complete the minor by graduation. Some required courses are offered only one semester a year.

Once admitted, a student cannot retroactively apply more than nine hours of SCOM courses, including [SCOM 260](#), to this minor.

This minor is open to any student at the university including SCOM majors, however, SCOM majors are limited to double counting no more than six credits to both their major and minor.

Required Courses

[KIN 242](#). Introduction to Sport Communication

Credit Hours

3

KIN/SMAD 243 . Sport Communication Techniques – Broadcast	3
KIN/SMAD 244 . Sport Communication Techniques – Written	3
SCOM 260 . Introduction to Public Relations	3
SCOM 318 . Practicum in Sport Communication	3
SCOM 365 . Sports Public Relations	3
SCOM 464 . Communication, Culture and Sports	3
Choose one of the following:	2-3
KIN 304 . History and Philosophy of Physical Education and Sport	
KIN 329 . Psychological and Social Aspects of Sports	
SCOM/WGS 348 . Communication and Gender	
SCOM 342 . Argument and Advocacy	
SCOM 347 . Communication, Diversity and Popular Culture	
SCOM 350 . Organizational Communication	
SCOM 370 . Introduction to Health Communication	
SCOM 371 . Talking Through Tough Cases: Ethical Principles and Practices	
<u>Approved Special Topics Class in KIN or SCOM</u>	
	23-24