

SPORTS MEDIA AND COMMUNICATION BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Sports Media and Communication majors learn to communicate effectively across multiple channels and demonstrate expertise in researching, conceiving and creating dynamic sports-related storytelling and strategic projects that meet media and/or organization goals. They work in a variety of settings with college, semi-pro and professional sports teams; TV stations; news outlets; and marketing firms.

Accredited by the Accrediting Council on Education in Journalism and Mass Communication, Drake is among 115 accredited programs worldwide. To earn accreditation, schools meet 9 standards, which address such issues as class size, diversity, student services and curriculum. Accreditation reviews occur every 6 years. Drake's program has been continuously accredited, most recently in 2024.

Degree Requirements

- Meet all requirements of the Drake Curriculum
- Maintain a 2.0 grade point average during the first 30 credit hours
- Maintain a 2.25 grade point average at Drake after the 30th credit hour
- Maintain a 2.25 grade point average in SJMC course work after the 30th credit hour

Students should work with their advisers to ensure selection of courses best-suited to their educational and career objectives. Please see Graduation Requirements and Regulations sections of the catalog for additional information.

Sports Media and Communication Major Requirements

Required courses for the Sports Media and Communication major are as follows:

Code	Title	Hours
School of Journalism and Mass Communication Core Courses		
JMC 030	MASS MEDIA IN A GLOBAL SOCIETY	3
JMC 031	MULTIMEDIA LAB	1
JMC 040	PRE-PROFESSIONAL WORKSHOP	1
JMC 041	FINANCE FUNDAMENTALS FOR COMMUNICATION PROFESSIONALS	1
JMC 054	REPORTING AND WRITING PRINCIPLES	3
JMC 055	DIGITAL MEDIA STRATEGIES	3
JMC 104	COMMUNICATION LAW AND ETHICS	3
Sports Media and Communication Courses		
JMC 057	VIDEO PRODUCTION	3
JMC 058	FOUNDATIONS OF VISUAL COMMUNICATION	3
JMC 079	INTRO TO SPORT MEDIA AND COMMUNICATION	3
JMC 100	ELECTRONIC FIELD PRODUCTION	3
JMC 112		

JMC 115	SPORTS PRODUCTION	3
JMC 178	SPORTS, PUBLICITY, & PROMOTION	3
Capstone Course		3
6 credit hours of JMC electives/internship/apprenticeship		6
Area of Concentration		
All SJMC majors must complete a 21-credit block of courses not offered within the SJMC.		21
JMC Total Credit Hours		44
Total Hours		120