

SPORTS MEDIA

Program Overview

The sports media program allows students to learn and utilize their communication skills in an academic setting that reflects a professional environment. The program features classes in sports journalism, broadcasting/announcing, content creation, social media, and public relations. Besides course work in these areas, students will have the opportunity to cover sports for ESPN+, 107.7 The Bronc (<https://www.1077thebronc.com/>), The Rider News (<https://www.theridernews.com>), Rider University's Division I athletics program and a multitude of internships in the nearby New York City and Philadelphia markets. From the first day students set foot on campus, they can be involved with the coverage and production of sporting contests that leads them to the ultimate goal of developing a professional portfolio to market themselves with upon graduation.

Curriculum Overview

Students will learn the fundamental and advanced procedures involved with journalism, television and public relations. All of these academic areas are focused on sports content in order to make a student well versed in both communication skills and the inner workings of the sports media industry.

Classes will utilize the Department of Communication, Journalism and Media's three state-of-the-art journalism labs, television studio, radio studio, and have access to college and professional sports organizations.

Because of Rider's commitment to professional learning, students will be able to produce content for 107.7 The Bronc (<https://www.1077thebronc.com/>), The Rider News (<https://www.theridernews.com/>), The Rider University Network R.U.N. TV (<http://runetwork.weebly.com>), and intern with the many college and professional teams located within minutes from campus.

The capstone experience for Sports Media students is a live sports reporting class in which students attend multiple live sporting events and create content from the press box and have access to post-game interviews.

Degree Offered

- B.A. in Sports Media
- Minor in Sports Media

Contact

Nancy Wiencek, PhD, APR

Professor and Chairperson

Department of Communication, Journalism and Media

School of Communication, Media and Performing Arts

Fine Arts Building

609-896-5000 x7340

nwiencek@rider.edu

Program website: Sports Media (<https://www.rider.edu/academics/colleges-schools/college-arts-sciences/communication-media-arts/undergraduate/sports-media/>)

Associated Department: Department of Communication, Journalism and Media (<https://www.rider.edu/academics/colleges-schools/>)

[college-arts-sciences/communication-media-arts/faculty-departments/communication-journalism/](#)

Related Programs:

- Journalism (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/journalism/>)
- Radio and Podcasting (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/radio-major/>)
- Communication Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/communication-studies/>)
- Film and Television (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/film-and-television/>)
- Public Relations (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/public-relations/>)
- Social Media Strategies (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/social-media-strategies/>)
- Graphic Design (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/graphic-design/>)
- Photography (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/photography-minor/?step=export#coursestext>)
- Event Planning and Production (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/event-planning-production/>)
- Public Advocacy (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/public-advocacy-minor/?step=export>)
- Persuasion and Speechmaking (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/persuasion-and-speechmaking-minor/?step=export>)
- Organizational Communication (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/organizational-communication-minor/?step=export>)
- Communication and Culture (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/communication-and-culture-minor/>)
- Sports Management (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/sport-management/>)

Sports Media Major Requirements

(48 credits)

Code	Title	Credits
Department Core:		
COM 102	Introduction to News Writing	3
COM 105	Communication, Culture and Media	3
COM 131	Fundamentals of Video Production	3
COM 204	Advanced Speech Communication	3

COM 264	Digital Media: Theory and Practice	3
COM 301	Communication Law	3
COM 302	Communication Ethics	3
Required Courses for the Sports Media Major:		
SPT 250	Introduction to the Business of Sports	3
COM 247	Covering the Sports Betting Industry	3
COM 255	Live Sports Production	3
or FTV 255	Live Sports Production	
COM 270	Sports Multimedia Reporting	3
COM 347	Sports Communication	3
COM 371	Sports Feature Content Creation	3
or COM 316	Feature Writing	
COM 470	Live Sports Reporting Capstone	3
Select TWO of the following:		6
MKT 280	Sports Marketing	
COM 211	Copy Editing	
COM 280	Issues in Event Planning	
COM 327	Career Development in the Sports Marketplace	
COM 361	Photography	
COM 362	Photojournalism	
COM 370	Sports Television and Field Production	
COM 477	Sports Media Case Study	
COM 491	Internship in Communication	
Total Credits		48

Sports Media Minor Requirements

(15 credits)

Code	Title	Credits
COM 102	Introduction to News Writing	3
COM 131	Fundamentals of Video Production	3
COM 255	Live Sports Production	3
or FTV 255	Live Sports Production	
COM 270	Sports Multimedia Reporting	3
COM 347	Sports Communication	3
Total Credits		15

Academic Plan of Study

The following educational plan is provided as a sample only. Rider students who do not declare a major during their freshman year; who are in a Continuing Education Program; who change their major; or who transfer to Rider may follow a different plan to ensure a timely graduation. Each student, with guidance from their academic advisor, will develop a personalized educational plan.

Course	Title	Credits
Year 1		
Fall Semester		
CMP 120	Seminar in Writing and Rhetoric	3
MTH 102	Mathematical Ideas	3
HIS 150	Pre-Modern World: Evolution to Revolution	3
COM 102	Introduction to News Writing	3
COM 105	Communication, Culture and Media	3
Semester Credit Hours		15

Spring Semester

CMP 125	Seminar in Writing and Research	3
HIS 151	World in the Modern Era: Exploration to	3
or HIS 152	Globalization	
or HIS 153	or Contemporary World: Historical Perspectives	
	or Cold War: A Global History	
COM 104	Speech Communication	3
COM 131	Fundamentals of Video Production	3
Scientific Perspectives		3
Semester Credit Hours		15

Year 2

Fall Semester

COM 240	Public Relations	3
COM 264	Digital Media: Theory and Practice	3
Social Perspectives		3
Scientific Perspectives		3
Foreign Language ¹		3
Semester Credit Hours		15

Spring Semester

SPT 250	Introduction to the Business of Sports	3
COM 270	Sports Multimedia Reporting	3
MKT 200	Marketing Principles	3
Aesthetic Perspectives: Literature		3
Foreign Language ¹		3
Semester Credit Hours		15

Year 3

Fall Semester

COM 204	Advanced Speech Communication	3
COM 347	Sports Communication	3
COM 361	Photography	3
COM 370	Sports Television and Field Production	3
Aesthetic Perspectives: Fine Arts		3
Semester Credit Hours		15

Spring Semester

MKT 280	Sports Marketing	3
COM 301	Communication Law	3
COM 371	Sports Feature Content Creation	3
Philosophical Perspectives		3
Elective Course Credits ³		3
Semester Credit Hours		15

Year 4

Fall Semester

COM 247	Covering the Sports Betting Industry	3
COM 302	Communication Ethics	3
COM 255	Live Sports Production	3
Elective Course Credits ³		6
Semester Credit Hours		15

Spring Semester

COM 470	Live Sports Reporting Capstone	3
Sports Media Elective ²		3

Elective Course Credits ³	9
Semester Credit Hours	15
Total Credit Hours for Graduation	120

¹ For course placement information, see <https://www.rider.edu/student-life/first-year-experience/orientation/placement-testing> (<https://www.rider.edu/student-life/first-year-experience/orientation/placement-testing/>).

² Recommended courses COM 211, COM 280, COM 314, COM 327, COM 491

³ Please note that elective credits may be used to complete requirements in a second major or minor.

Courses and Descriptions

COM 102 Introduction to News Writing 3 Credits

Introduces students to routines of journalism, including reporting, writing and preparing content for print and web. Incorporates contemporary practices in multimedia journalism, including digital audio, video and photos, into traditional skills, with an emphasis on accuracy, clarity and professional style and voice. Class exercises are completed in a laboratory newsroom.

COM 104 Speech Communication 3 Credits

Examines basic communication principles and strategies of public speaking. Various genres of oral communication are studied, with an emphasis on extemporaneous and impromptu forms of delivery. Students research, prepare, and deliver speeches that are then used as the focal point for the discussion of effective speaking and listening. A number of speeches are videotaped. Students who received credit for COM 104S may not take this course. This course counts towards the fulfillment of the Essential Competencies element of the CLAS general education curriculum.

COM 105 Communication, Culture and Media 3 Credits

Provides a detailed investigation and analysis into the nature, history, scope, adequacy, and limitations of mass communication and examines the reciprocal influence of the media on culture and society. This course counts towards the fulfillment of the Disciplinary Perspectives element of the CLAS general education curriculum.

COM 131 Fundamentals of Video Production 3 Credits

Introduces students to basic video production theories, techniques, and applications. Students will gain competency in a number of video production areas including: production planning, camera operations, lighting, sound, and digital non-linear editing. Individual and group production exercises will involve planning and executing video productions in both studio and non-studio settings. This class is designed to prepare students from any major to effectively create, produce, shoot, and edit basic video production assignments including public service announcements, video news releases, educational/instructional videos, and marketing/promotional spots.

COM 204 Advanced Speech Communication 3 Credits

Provides students with the opportunity to further their study and practice of various types of speech communication. Moving beyond an introductory perspective, this course focuses on the development of critical, analytical, and pragmatic aspects of speech. The focus is divided between the discussion of theoretical models and a demonstrated competence of that material.

Prerequisite(s): COM 104 or COM 290.

COM 211 Copy Editing 3 Credits

Teaches all phases of copy editing for news and public relations: marking of copy, online editing, fact checking, building and shaping news and feature stories, applying mechanical style, building an ear for graceful English, and safeguarding against legal and ethical problems. Provides comprehensive review of grammar, spelling and punctuation, along with intensive practice in writing headlines and captions and editing wire copy.

Prerequisite(s): COM 102.

COM 247 Covering the Sports Betting Industry 3 Credits

This course will introduce students to the world of covering the sports betting landscape via traditional sports media. Emphasis will be placed on learning the jargon of sports betting, learning how to break down financial reports from both states and gambling operators, how to cover legislative action on the subject. In short: Covering the world of sports betting is quickly becoming akin to covering the world of financial markets, and students wishing to pursue a career in sports media will have to know how to navigate this world going forward.

Prerequisite(s): COM 104 or COM 290.

COM 255 Live Sports Production 3 Credits

This course is designed to expose students to the processes, equipment, production roles, techniques, and goals of live, mobile television studio production of sports. Serving as directors, writers, camera operators, sound engineers, etc., students will gain valuable, direct hands-on experience with the technical and creative challenges faced during the various phases of mobile television production from pre-production planning through actual live production work. Students will serve as production crew for sports television programs and become familiar with the unique challenges and pressures faced during the production of live events using mobile studio technology and software. Students will be regularly required to participate in live sports productions outside of normal class hours. Speak with the instructor for more details. This course is repeatable once. If a student takes COM 255 they can only take FTV 255 once.

Prerequisite(s): COM 131 with a minimum grade of C or FTV 135 with a minimum grade of C.

COM 264 Digital Media: Theory and Practice 3 Credits

Introduces the ways that the merging of media industries and the intersection and integration of various media platforms and technologies impact our lives. While the primary focus will be on digital and mobile technologies and practices, the course will also cover the convergence of digital technologies in a wide range of media areas, including journalism, social media, television and entertainment. The course will offer students broad conceptual frameworks for thinking about how the emergence and evolution of digital as well as mobile communication technologies have changed the communication and journalism industries and how they are reshaping content. In addition, the course is intended to allow students to use different digital communication technologies.

COM 270 Sports Multimedia Reporting 3 Credits

COM 270 Sports Multimedia Reporting. Develops skills in hard-news sports reporting, game coverage, and the production of introductory multimedia and social media sports content. Employs out-of-the-classroom reporting assignments to refine information gathering techniques such as interviewing, observation, and use of documents and other contextual materials. Includes reporting and writing on sports games, teams, players, coaches, athletic issues/controversies, and the business of sports.

Prerequisite(s): COM 102. Introduction to News Writing.

COM 280 Issues in Event Planning 3 Credits

Offers students education in event planning, production, and supervision for varied professional applications. Emphasis will be placed on planning, budgeting, and organizing small and large events for educational, institutional, non-profit, and professional groups. Students will participate in the entire process of event planning, with specific experiences in applying communication theory to actual projects.

Prerequisite(s): COM 240 or MKT 200.

COM 301 Communication Law 3 Credits

Critically examines the legal limits and privileges affecting freedom of expression, especially in publishing, advertising, film, telecasting, and cyberspace. Places particular emphasis on the historical and philosophical foundations of the freedoms and limitations of communication in the United States.

COM 302 Communication Ethics 3 Credits

Analyzes internal and external pressures on the communication professional including economic, cultural, social, and political pressures, assesses the philosophical and practical basis for responding to such pressures, evaluates contemporary media responses to these pressures, identifies those that are of laudable quality and why, and provides guidance as to how individuals and organizations can think and react ethically. Issues addressed include censorship, confidentiality, conflicts of interests, minority and ethnic groups, privacy, sensationalism, and self-criticism.

COM 316 Feature Writing 3 Credits

Focuses on problems and requirements of newspaper, magazine, public relations, and free-lance nonfiction writing. Students write features designed for acceptance in print, broadcast and digital media and learn marketing techniques.

Prerequisite(s): COM 102 or COM 107, English writing concentration, or permission of instructor.

COM 327 Career Development in the Sports Marketplace 3 Credits

This course provides a survey and analysis of various professional opportunities for those looking to pursue a career in athletics and sports. The exploration and career development is a continuation of prior sports media and communication courses with an emphasis on developing techniques and strategies for entering a very competitive marketplace. Students will engage in detailed market analysis for changing trends while developing a network of contacts through assignments based on interviews with professionals. Beyond learning about these professions, student assignments will be centered on enhancing relevant skills needed to obtain employment in the areas of athletics and sports. **Prereq(s):** COM 270, COM 347, and MKT 280.

COM 347 Sports Communication 3 Credits

Critically examines the symbiotic relationship between the mass media and professional sports franchises and major college athletic programs. This course deals with the workings and processes behind executing the proper techniques of sports information and media relations, as well as an analysis of the culture of sports in modern society. Students will develop a practical focus on sports information and promotion, including the role of the sports information director and events promoter, with emphasis on advanced concepts of public relations, publicity and marketing.

COM 361 Photography 3 Credits

Using digital SLR cameras, introduces students to professional methods of shooting varied subjects while applying a range of compositions and styles. Using Photoshop, students edit images for publication in print and on the Internet. Hands-on coursework is grounded in theory, history, aesthetics, and ethics. Some cameras are available for loan from the University.

COM 370 Sports Television and Field Production 3 Credits

Provides an in-depth study of advanced techniques in sports field production for television. Individual and group field production assignments will involve planning and executing single camera production in a sports setting. Previously developed video production skills will be refined, and students will gain increased competency and sophistication in all areas of sports field production including: production planning, camera operations, lighting, sound, and digital non-linear editing. Designed to prepare students to effectively function in the industry as a member of a professional field production team. In field situations, students create, produce, shoot, and edit sports content.

Prerequisite(s): COM 131.

COM 371 Sports Feature Content Creation 3 Credits

Focuses on developing reporting and writing skills for newspaper, magazine, public relations, and free-lance nonfiction sports writing. Students will study published examples of outstanding sports feature writing, and write their own sports feature articles with social media and multimedia components. Instead of traditional game coverage, this course focuses on covering sports personalities, issues and themes.

Prerequisite(s): COM 102, COM 270.

COM 470 Live Sports Reporting Capstone 3 Credits

Focuses on student production of live, professional-level sports media content. Students will combine reporting, writing, social media and multimedia from live sporting events. Live-coverage will include Rider University teams and regional or professional sporting events.

COM 477 Sports Media Case Study 3 Credits

This course offers an in-depth, case-study-driven analysis of the sports media landscape, exploring the complex interplay among athletes, leagues, and various media platforms. Students will apply critical thinking and communication theories to examine contemporary and historical events in sports media. Through discussions and extensive analysis of real-world cases, students will develop a deep understanding of media relations, public relations, journalism, and broadcasting in the sports world. **Pre-requisites:** (COM 255 or FTV 255) and COM 347 (with minimum grade of C).

COM 491 Internship in Communication 1-4 Credits

Places qualified students in a professional area related directly to their communication training. Students may intern in a communication position with a corporation, small business, media outlet, public relations agency, non-profit organization, political party, sports organization, or other similar organizations. A minimum of 50 hours of internship per credit is required. Written reports, a final project, and supervisor evaluations are used to analyze and evaluate the experience. Available to majors/minors only. One internship may be scheduled in a semester, and up to 8 credits of internship may count toward graduation. Approval of the faculty sponsor, department chair, and CAS dean's office is required.

Prerequisite(s): A minimum of 45 credits and 2.5 GPA.

MKT 280 Sports Marketing 3 Credits

The course focuses on the unique challenges of marketing sports at a variety of levels: youth, college, professional, and international. The challenges of attracting and retaining fans and participants as well as of building and maintaining strong brand identity are at the heart of the course content. By evaluating case studies and examining current issues in sports marketing, students will gain an understanding of what it means to be a professional marketer of a sports organization and/or event.

Prerequisite(s): MKT 200.

SPT 250 Introduction to the Business of Sports 3 Credits

This course is designed to introduce the student to the business of sports. Business principles, such as management, marketing, law, finance and economics will be applied to the business of sports. The course will also explore the various career opportunities in the world of sports.