SPORTS COMMUNICATION (MA)

Department: Communication

Graduate Program Director: Joshua Dickhaus

The Department of Communication and the Charley Steiner School of Sports Communication offers a Master of Arts in Sports Communication degree. This online asynchronous graduate will provide an advanced, in-depth study of the philosophies, principles, and practices of sports communication. Learners will acquire skills and knowledge to adapt to increasingly complex, converging, and global sports communication industries, as well as strategies for managing relationships with sports media sources and stakeholders.

Mission

Our mission is to ensure our students are equipped with a strong foundation in the knowledge and skills required to become successful in their chosen path in the sports communication industry. This program is committed to integrating academic learning with course projects to ensure students are prepared for a successful career in a diverse sports society.

Program Goals

The program will employ a project-based focus in which learners engage and apply course content using practical and actionable projects.
This program is designed for learners who want advanced training in sports communication, those working or seeking positions in sports organizations and industries, and those interested in further graduate study. At the conclusion of the program, these students will be as prepared as possible to advance themselves in their chosen career path in sports communication.

University Collaboration

This program offers communication and sports communication specific courses. As the Director of the Charley Steiner School of Sports Communication, I have met with the Communication Chair, CFA Dean, and the VP of Online and Distance Education to ascertain resources that will be needed for the successful creation and sustaining of this program. The courses for this program are being developed using instructional designers who work for the university. No courses overlap with other departments at the university.

Enrollment

The program plans to begin marketing and course development for a start date of spring of 2025. There will be a cap of 20 students per class.

Admission Requirements

Applicants must submit two letters of recommendation, a statement of purpose, and have a minimum 3.0 GPA. External (non-Bradley) applicants must also submit official transcripts that show a Bachelor's degree from an accredited postsecondary institution.

Graduation Requirements

Students must successfully complete 30 hours of graduate coursework and supervised experiential learning assignments.

Total hours: 30

Required Courses (30 Hours)

Code	Title	Hours
COM 501	Media Theory	3.0
COM 502	Research methods	4.0
COM 503	Communication and Culture	3.0
COM 505	Applied Project	4.0
COM 601	Sports, Culture, and Society	3.0
COM 602	Ethical and legal issues in sports communication	4.0
COM 603	The Stories of Sport	3.0
COM 604	Seminar in E-Sports	3.0
COM 605	Contemporary Issues in Sports Communication	3.0
Total Hours		**30**