

Sports Media Studies : BS - SPME

General Information: CIDAdmissions@etamu.edu

Sports Media Studies : BS - SPME Web Site (<https://www.etamu.edu/programs/sports-media-studies-bs/>)

Catalog Program Description:

The Bachelor of Science in Sports Media Studies program prepares students for dynamic careers at the intersection of sports, media, and communication. This interdisciplinary program combines foundational knowledge in communication studies, sports management, and media production with specialized courses in sports media. Students will develop practical skills in multimedia content creation, gain insights into the business of sports, and explore the societal impact of sports media.

Graduates of the program will be equipped with a strong foundation in sports media. They will possess advanced communication skills, proficiency in multimedia production and content creation, and a deep understanding of the complex relationship between sports, media, and society. Additionally, graduates will gain practical experience through internships, develop critical thinking abilities, and acquire knowledge of the business and ethical aspects of the sports media industry.

Course Requirements

See the Core Curriculum Requirements (https://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/)		42
Required Courses in the Major		18
COMS 1307 or COMS 1315	Mass Communication in Society Fundamentals of Public Speaking	3
HHPS 110	Introduction to Sport Analytics in Sport Management	3
HHPS 320	Legal & Ethical Issues in Sport and Recreation Management	3
SPME 390	Multimedia Sports Writing	3
SPME 450	Modern Sports Media Analysis and Production	3
SPME 499	Sports Media Internship	3
Choose 9 Hours from the Following COMS Courses		9
COMS 301	Computer Mediated Communication	3
COMS 303	Images with Messages	3
COMS 317	Interpersonal Communication	3
COMS 406	Nonverbal Communication (Body Language)	3
COMS 444	Communication and Compliance Gaining	3
COMS 3301	Podcast Production	3
COMS 4353	Social Media	3
Choose 9 Hours from the Following HHPS Courses		9
HHPS 210	Sport Psychology	3
HESM 300	E-Sports: Convention, Event and Trade Show Planning	3
HHPS 305	Programming and Events in Sport and Recreation	3
HHPS 350	Social Issues in Global Sport Economy	3
HHPS 400	Management of Sport & Recreation Organizations	3
HHPS 420	Marketing for Sport & Recreation	3
Minimum 18 Hours Required in the Minor		18
Electives Required to Meet Minimum Program Hours		24

Total Hours **120**

Course	Title	Hours
First Year		
Fall		
ENG 1301	College Reading & Writing	3
HIST 1301	History of the United States through Reconstruction	3
CID 1300	The Student and The University	3
US Lang, Phil, Culture (040)		3
US Creative Arts (050)		3
Hours		15

Spring		
ENG 1302	Written Argument/Research	3
HIST 1302	History of the United States Since Reconstruction	3
COMS 1307 or COMS 1315	Mass Communication in Society or Fundamentals of Public Speaking	3
PSCI 2305	United States Government and Politics	3
Elective		3
Hours		15
Second Year		
Fall		
Lower level minor course		3
Elective		3
Core Degree Pathway (090)		3
HHPS 110	Introduction to Sport Analytics in Sport Management	3
Core Science (030)		3
Hours		15
Spring		
PSCI 2306	Texas Government and Politics	3
MATH 1314	College Algebra	3
Choose from required HHPS courses		3
Core Science (030)		3
Choose from required COMS courses		3
Hours		15
Third Year		
Fall		
Social and Behavioral Science (080)		3
Lower level minor course		3
Choose from required COMS courses		3
Elective		3
Elective		3
Hours		15
Spring		
Choose from required HHPS courses		3
Upper level minor course		3
Choose from required COMS courses		3
SPME 390	Multimedia Sports Writing	3
Elective		3
Hours		15
Fourth Year		
Fall		
SPME 450	Modern Sports Media Analysis and Production	3
HHPS 320	Legal & Ethical Issues in Sport and Recreation Management	3
Choose from required HHPS courses		3
Lower level minor course		3
Elective		3
Hours		15
Spring		
SPME 499	Sports Media Internship	3
Upper level minor course		3
Elective		3
Elective		3
Upper level minor course		3
Hours		15
Total Hours		120

HHPS 100 - Foundations of Sport & Recreation Management

Hours: 3

Foundations of Sport and Recreation Management. An introductory course that includes the history, philosophy, principles, issues, challenges and opportunities in the sport and recreation industry, both in the private and public sectors.

HHPS 110 - Introduction to Sport Analytics in Sport Management

Hours: 3

Provides students with a basic understanding of how data is used in decision making in a variety of sports contexts. Topics include data management, data visualization, and the use of data analysis within decision making in sports management and sport recreation.

HHPS 205 - Governance & Ethics in Sport & Recreation

Hours: 3

This course focuses on the study of ethical problems in the sport and recreation industry and the governance structures in place that a) perpetuate these problems and b) can be used to address them. Students will improve their problem solving skills, developing strategies to manage the impact of ethical issues in sport and recreation.

HHPS 210 - Sport Psychology

Hours: 3

Sport Psychology. An overview of the principles of psychology as applied to sport or recreational activity for enhanced interactions and performance.

HHPS 230 - Sport Consumerism

Hours: 3

This course examines the nature of sport consumerism and its impact on sport organizations, athletes, and society. Students will analyze fan motivations, buying behaviors, media consumption, and global sport culture. Special attention will be placed on management practices, organizational evaluation, budgeting and financial principles, risk management, and ethical considerations within the sport industry. Through applied projects, weekly quizzes, and professionalism-based engagement, students will develop the ability to manage consumer-focused operations in sport organizations.

HHPS 240 - Sport Agency

Hours: 3

This course provides an in-depth exploration of the sport agency industry, examining the roles, responsibilities, and practices of sport agents and agencies. Students will gain hands-on experience with athlete representation, contract negotiation, brand development, compliance, and event management. Emphasis will be placed on both the business operations of sport agencies and the ethical, legal, and financial considerations that shape the industry. By the end of the semester, students will understand the inner workings of sport agencies and will be able to develop a simulated agency plan, represent mock clients, and critically evaluate the evolving agent landscape.

HHPS 301 - Therapeutic Recreation

Hours: 3

The history, purpose, and trends of therapeutic recreation. (Blended/W)

HHPS 302 - Sport Tourism Management

Hours: 3

Comprehensive study of the sport travel and tourism industry. Covers all aspects of sport tourism including economics, finance, and marketing

HHPS 305 - Programming and Events in Sport and Recreation

Hours: 3

Exploration and examination of the foundations and basic sport programming skills, methods, and techniques necessary to deliver sport and recreational activities within a variety of settings, agencies, and/or organizations.

HHPS 310 - Facility and Venue Management

Hours: 3

An examination of the history of sport and recreation facilities, along with appropriate procedures for the planning and operating of current and future sport and recreation facilities. Planning, organizing, coordinating, and managing of sport and recreation venues and facilities will be the focus.

Prerequisites: HHPS 100, 110. Junior/Senior Standing.

HHPS 316 - Organizational Strategy & Implementation in Sport Management

Hours: 3

This course provides Sport & Recreation Management students with hands-on experience in applying organizational strategy within sport and recreation contexts. Each year, students will collaborate with a selected sport organization on campus to identify and address specific issues or initiatives, such as enhancing campus culture, increasing attendance at events, or boosting community engagement. The course emphasizes rapid problem identification, strategic planning, and implementation to deliver actionable solutions within the semester. Prerequisites: HHPS 100, 110, and 305. Junior/Senior Standing.

HHPS 317 - Group Exercise Instruction

Hours: 3

Examination of the theoretical knowledge and practical skills in preparation for national certification in group exercise training. Participants will practically apply classroom knowledge during interactive teaching sessions for group exercise. Prerequisites: 2.5 GPA.

HHPS 318 - Individual Exercise Instruction

Hours: 3

Examination of the theoretical knowledge and practical skills in preparation for national certification in personal training. Participants will practically apply classroom knowledge during interactive training sessions including performing fitness assessments and creating exercise prescriptions. Prerequisites: 2.5 GPA.

HHPS 319 - Introduction to Tactical Strength and Conditioning

Hours: 3

Students will explore concepts of biomechanics, muscle anatomy, adaptations to exercise, bioenergetics, and nutrition as it applies to the tactical athlete. Prerequisites: 2.5 GPA.

HHPS 320 - Legal & Ethical Issues in Sport and Recreation Management

Hours: 3

Examination of legal and ethical concepts related to sport and recreation management. Topics will include athletic participation and eligibility, public facility use issues, constitutional due process, and contracts and tort law as applied to participants and spectators. Concepts, models, and techniques to use in managing ethical dilemmas will be explored. Prerequisites: HHPS 100, 110. Junior/Senior Standing.

HHPS 330 - Athletic Fundraising

Hours: 3

This course provides an introduction to the principles and strategies of fundraising within the sports industry. Students will explore key topics such as donor relations, sponsorships, event planning, and revenue generation, with a focus on practical applications in collegiate, professional, and community sports organizations. The course also emphasizes the development of effective fundraising campaigns and the ethical considerations involved in sports fundraising.

HHPS 350 - Social Issues in Global Sport Economy

Hours: 3

An examination of social and ethical issues which affect sports, the sport industry, and sport managers in today's global marketplace. Topics include a survey of the cultural, economic, and political structures which compose, and contribute to, an ever-changing and expanding international sport industry. Sport and recreation organizations and the production and consumption of sport products and events will be examined related to their roles in global sport commerce. Prerequisites: Junior/Senior Standing.

HHPS 397 - Special Topics

Hours: 0-4

Organized class. May be repeated when topics vary

HHPS 400 - Management of Sport & Recreation Organizations

Hours: 3

An examination of the management and operational techniques and strategies for sport and recreation programs. Functions related to the administration and management of sport and recreation organizations will be examined, including planning, leading, organizing, and evaluating sport organizations. Topics include the determination of strategic direction for sport and recreation organizations and effective implementation of strategies. Prerequisites: HHPS 100, 110. Junior/Senior Standing.

HHPS 402 - Coaching Psychology

Hours: 3

This course examines the psychological principles and techniques that enhance coaching effectiveness and athlete performance. Topics include motivation, leadership, communication, team dynamics, and mental skills training. Students will learn how to apply psychological strategies to improve individual and team outcomes in various sports settings.

HHPS 403 - Advanced Topics in Applied Sport Psychology

Hours: 3

This course builds on foundational concepts from introductory sport psychology, offering an in-depth examination of advanced psychological strategies to enhance athletic performance and well-being. Topics include advanced mental skills training, coping with pressure, injury rehabilitation, and the psychological aspects of elite performance. Students will apply theory to practice through case studies and research, preparing them for roles in performance enhancement and athlete support. Prerequisites: HHPS 210.

HHPS 404 - Recreation and Fitness Services

Hours: 3

The study of the recreation and Fitness entertainment industry. Emphasis fitness, wellness, sporting and entertainment venues, tourism attractions, and other public and private sector special events that fitness and wellness providers should plan and manage.

HHPS 410 - Economics & Finance of Sport & Recreation

Hours: 3

An examination of the principles of finance as applied to budgeting, operations, and business decisions in recreation and sport organizations. Topics include financial indicators for strategic planning, strategies for generating income, and the allocation of resources. Prerequisites: HHPS 100, 110. Junior/Senior Standing.

HHPS 420 - Marketing for Sport & Recreation

Hours: 3

A survey of marketing concepts, advertising, consumer behavior, market research, strategic planning and the marketing of sport or recreation as a consumer product. Prerequisites: HHPS 100. Junior/Senior Standing.

HHPS 448 - Practicum in Sport Management

Hours: 3

This course is designed to give students practical work experience and supervised internal experience in Sport Management. Prerequisites: HHPS 100, 110, 305, 310. Junior or Senior standing. Instructor Approval required.

HHPS 449 - Practicum II in Sport & Recreation Management

Hours: 3

This course is designed to give students practical work experience and supervised mentorship with a sport or recreation organization. Current job-related topics, networking, and job procurement techniques will be discussed. Site must be approved by the department and internship coordinator.

HHPS 450 - Internship in Sport & Recreation Management.

Hours: 3

This course is designed to give students practical work experience and supervised mentorship with a sport or recreation organization. Current job-related topics, networking, and job procurement techniques will be discussed. Site must be approved by the department and internship coordinator. Prerequisites: HHPS 100, 110, 210, 305, 310, 316, 320, 350, 400, 410, 420. Senior Standing.

HHPS 489 - INDEPENDENT STUDIES

Hours: 1-4

Independent Study. One to four semester hours. Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Consent of department head.

HHPS 490 - H - Honors Thesis

Hours: 3

H Honors Thesis. Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. Prerequisite Consent of head. Note: May be repeated when the topic varies.

HHPS 491 - H Honors Readings

Hours: 3

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member.

HHPS 497 - Special Topics

Hours: 0-4

Organized class. May be repeated when topics vary

SPME 390 - Multimedia Sports Writing

Hours: 3

This course introduces students to the dynamic world of multimedia sports journalism. Designed for aspiring sports writers, broadcasters, and digital content creators, the class combines traditional sports writing techniques with cutting-edge multimedia storytelling methods. Prerequisites: COMS 1307 or COMS 1315.

SPME 450 - Modern Sports Media Analysis and Production

Hours: 3

This course offers an in-depth exploration of the complex and rapidly evolving world of sports media. Building on foundational knowledge of media studies, students will engage in critical analysis of sports media practices, develop advanced skills in multi-platform sports content creation, and examine the economic, social, and ethical implications of modern sports media.

SPME 499 - Sports Media Internship

Hours: 3

This course provides undergraduate students with practical, hands-on experience in the sports media industry through supervised internships with broadcasting organizations or sports teams. Students will apply their theoretical knowledge and skills in real-world settings, gaining valuable industry experience and professional connections.