This program is offered by the School of Communications/Communications and Journalism Department, and is only available at the St. Louis home campus.

Program Description
The many manifestations of sports constitute a large and growing industry with an expanding need for professional communicators stretching across contexts such as family and youth sports, personal fitness, the amateur, high school, college and professional leagues that fill stadiums, newspaper columns, talk radio and television channels, video games, fantasy sports, sports betting and social media platforms. Sports communication explores the various aspects of the sports industry, focusing on communication strategies and media. Webster University's program provides a unique balance of theory and practice that spans the breadth of sports cultures. The sports communication curriculum also frames core and elective coursework in a way that builds a solid foundation with flexibility for the pursuit of individual interests within sports fields. The combination of a broadly framed curriculum and a senior capstone internship or thesis project equips students for a variety of careers as professional sports communicators.

Learning Outcomes
Successful graduates of this program will be able to:

- Define and engage a personal connection within professional and academic sports communication fields.
- Critically analyze the socio-political connections with the culture and industry of sports.
- Effectively communicate sports messaging across a variety of platforms, including writing, speaking and mediated communication.

Degree Requirements
A minimum of 128 credit hours consisting of the following:

- 45 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

Required Courses
- JOUR 1020 Introduction to Media Production for Journalists (3 hours)
- SPCM 1040 Public Speaking (3 hours)
- MEDC 1050 Introduction to Media Writing (3 hours)
  or JOUR 1030 Fundamentals of Reporting (3 hours)
- SPTC 1800 Sports Communication (3 hours)
- ADVT 1940 Introduction to Marketing Communications (3 hours)
  or PBRL 1010 Fundamentals of Strategic Communications and Public Relations (3 hours)
- MEDC 2200 Ethics in the Media (3 hours)
- SPTC 2400 Culture of Sports and Society (3 hours)
- ECON 3737 The Business of Sports (3 hours)
- MEDC 4100 Law and the Media (3 hours)
- SPTC 4600 Sports Media Strategies (3 hours)
- SPCM 4616 Communication Research and Analysis (3 hours)
- MEDC 4950 Professional Media Internship (3 hours)
  or SPTC 4620 Senior Overview (3 hours)

In addition, a minimum of 9 credit hours must be chosen from the following:

- ADVT 3200 Sports Marketing Communications (3 hours)
- AUDI 1063 Introduction to Podcasting (3 hours)
- BUSN 2037 Introduction to Sports and Entertainment Management (3 hours)
- BUSN 4747 Sports Operations and Logistics (3 hours)
- FTVP 1000 Introduction to Film, Video, and Television Production (3 hours)
- JOUR 3050 Sports Reporting (3 hours)
- SPTC 2000 Sports Announcing (3 hours)
- SPTC 2500 Practicum in Sports Announcing (1-3 hours)
- SPTC 3150 Topics in Sports Communication (3 hours)
- SPTC 3200 Communicating Baseball (3 hours)
- SPTC 3600 Sports Analytics
- SPTC 4610 Readings in Sports Communication (3 hours)