

Sports Media (SPME)

Course information contained within the Bulletin is accurate at the time of publication in June 2026 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

SPME 1112. Introduction to Sports and Communication. 3 Credit Hours.

This course introduces students to three areas that define the sports media profession: Sports Communication, Sports Performance and Production, and Sports Journalism. By the end of the course, students will know and understand what each of these areas involves, what kinds of work professionals do in each one, and in which direction the students want to head next.

Repeatability: This course may not be repeated for additional credits.

SPME 3101. Communicating Civic Engagement Through Sports. 3 Credit Hours.

The sports arena has long been a place where socio-political issues are debated in the marketplace of ideas. This course will offer an account of the link between sports and civic engagement. In addition, focus will be given to present-day sports figures, teams, and organizations and the ways they have chosen to engage (or remain outside of) socio-political debates taking place at the local, regional, national, and international levels.

Repeatability: This course may not be repeated for additional credits.

SPME 3112. Sports Media Learning Experience. 3 Credit Hours.

This course provides a structure for students to learn by doing in sports media environments or organizations, whether through a community service learning or some other type of experiential learning. The course provides students the opportunity to reflect critically and analytically on the culture, media, and communication in sports media while considering their own academic, professional, and personal goals. To register for this course, you must be a Sports Media major, have Junior or Senior status and permission of the Sports Media director.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sports Media.

Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

Co-requisites: SPME 3296.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in MSP 1655, SPME 3763, and SPME 3401.

SPME 3257. Advanced Sports Reporting. 3 Credit Hours.

The goal of this course is to produce off-the-beaten path sports stories in a variety of formats, honing your sports reporting and writing skills. You'll be heading into the surrounding communities and the city to unearth and report on under-reported sports stories. You'll improve your multi-media skills in terms of putting together both audio and video packages, and you'll learn more about writing sports features and longer format pieces.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in JRN 3255.

SPME 3261. Beyond the Lines: Producing Sports Journalism. 3 Credit Hours.

This is an ESPN style feature television course where students will develop long-form audio and video documentaries on various aspects of sports, from the games to the players and communities that support them. The focus is on producing sports personality stories "beyond the field" of individuals and communities that dare to dream, strive to advance and inspire others.

Repeatability: This course may not be repeated for additional credits.

SPME 3298. Sports Writing. 3 Credit Hours.

Instruction and practice in reporting and writing stories on a variety of sports topics. Traditional play-by-play reporting and locker room interviewing; less traditional sports activities. Students attend sports events and write outside of class.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

SPME 3354. Sports Media in Latino Communities. 3 Credit Hours.

This course examines the relationship between sports media and Latino/a/e/x communities in the United States and across the Americas. Students will explore how sports media both represents and misrepresents Latino athletes, fans, and cultures through directed readings, case studies, videos, podcasts and other learning sources. Students will analyze media sources and framing, evaluate historical and current industry practices, and produce culturally responsive sports media content. Students will be able to better understand, cover, and promote diverse sports audiences.

Repeatability: This course may not be repeated for additional credits.

SPME 3401. Sports Media Relations. 3 Credit Hours.

This course teaches all aspects of media interaction, specifically public relations and advertising, in the sports industry. Students explore careers in sports media relations, learning the writing, statistical and communication skills needed to work for a sports agency, sports public relations agency, a sports organization or institution. The course focuses on the cultural, business, and audience issues involving professional representation and sports coverage, including race, gender, and ethics.

Repeatability: This course may not be repeated for additional credits.

SPME 3403. Digital and Social Media in Sport. 3 Credit Hours.

This course provides a comprehensive exploration into digital and social media within the sports industry. Designed for students aspiring to excel in sports media and public relations, the curriculum covers strategic communication techniques, the role of digital platforms in shaping public perception, and the management of digital content. Students will learn how to leverage social media tools to enhance fan engagement, handle crisis communications, and maintain a positive image for athletes and organizations. Through practical assignments, case studies, and interactive discussions, participants will gain the skills needed to navigate the complexities of media relations in the fast-paced sports environment. This course prepares students for roles as media relations specialists, digital content managers, and strategic communication advisors in various sports contexts.

Repeatability: This course may not be repeated for additional credits.

SPME 3440. Special Topics in Sports Media. 3 Credit Hours.

Subject matter not covered by regular course offerings within the Sports Media major. Topics announced in advance.

Repeatability: This course may be repeated for additional credit.

SPME 3582. Independent Study in Sports Media. 1 to 3 Credit Hour.

Arranged each semester. Arrange through the Director of the Sports Media major.

Repeatability: This course may be repeated for additional credit.

SPME 3763. The Influence of Sports Media on Modern Society. 3 Credit Hours.

This course examines how the media interpret the impact of sports on life in America. It serves as a reporting, writing and analytical guide for students in the sports certificate program with an emphasis on understanding and communicating the perspectives of race, ethnicity, gender, geography, age, and class. It features the history of sports from the early days of storytelling and public consumption. Students will study a range of media, from newspapers, radio and TV to the founding of ESPN, blogs, podcasts, advertising, marketing, publicity, and outlets operated by the MLB and NFL. The course will use a variety of demographic perspectives to study how to cover sports managers, business trends, career opportunities, fan groups, ethics, and how certain sports came to dominate American life.

Repeatability: This course may not be repeated for additional credits.

SPME 4203. Communicating Sports Statistics and Data. 3 Credit Hours.

In this course, students will learn how to understand, evaluate, and criticize sports statistics and data related to sports issues and game coverage. Examples will come from sports media sites, such as websites, social media, newspapers, magazines, broadcasts, and scholarly journals. The goal is to learn how to distinguish between informative and misleading uses of statistics and data in the popular media, and how to make informed decisions on relaying information.

Repeatability: This course may not be repeated for additional credits.

SPME 4571. International Studies in Media and Communication. 1 to 6 Credit Hour.

This course is an immersive study of media and communication institutions, practices, norms, societal, governmental, and legal structures in a culture outside of the U.S. that is conducted during a Klein GO program. Klein faculty lead students, while living abroad, in media consumption, in comparative analysis and evaluation of media and non-mediated communication, and in interaction with local media and communication leaders in the program location. The specific aspects of media and communication to be covered will vary from city to city, and semester to semester, depending on the events of the day. Available only to students participating in a Klein GO Program.

Repeatability: This course may be repeated for additional credit.

SPME 4597. Sports Production Practicum. 4 Credit Hours.

This OwlSports Update capstone class is a specialized course for students interested in a career in the writing, producing, and directing of sports programming. The class will be structured in a similar fashion to Temple Update or Comcast SportsNet's Sportsnite. Students will create a weekly 30-minute sportscast aimed at informing viewers of important sports news, with an emphasis on the local professional and college teams, including Temple athletics. This is an intensive hands-on production course where students will experience the real-world feel of a real sports programming environment that includes researching, writing and reporting, shooting, editing, producing and directing. Students will learn, firsthand, the realities of enterprising their own stories, working a locker room, handling deadline pressure and writing in a clear and unique style specifically required to communicate effectively in the sports world. NOTE: This course requires instructor permission to register. Students should contact the instructor directly via email, and then, if approved to register, forward that approval to msp@temple.edu at which point the MSP department will register you and send you a confirmation.

Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in MSP 2701.

SPME 4723. Play-by-Play Announcing. 3 Credit Hours.

This course will take a deep dive into the art of sports play-by-play. Students will engage with the processes of event, team, and player research, show preparation, and proper use of information, performance mechanics, and style development. They will call and record actual live events for in-class critique by both the professor and fellow students. We will examine the differences between calling for audio-only media as opposed to TV/video, the importance of developing a good rapport with your analyst, and the roles of and approaches to criticism/commentary during event coverage. Time will also be spent on career development and producing a solid demo.

Repeatability: This course may not be repeated for additional credits.

SPME 4772. Talk Radio Development. 3 Credit Hours.

Developing and delivering Talk Radio programming, whether for broadcast or podcast, requires strong planning and a mastery of topic that produces confident execution. Show hosts and producers must continually react effectively to changing stimuli in real time. In this professional development workshop, students explore strategies for audience engagement, develop show planning and structure techniques, and exercise hosting and interview skills. Through in-class exercises that simulate live production and out-of-class projects that involve planning and recording show segments, students practice creating compelling content with an emphasis on quick thinking, clear communication, and strong organizational skills.

Repeatability: This course may not be repeated for additional credits.

SPME 4787. Television Production Workshop Practicum. 3 Credit Hours.

Students develop and produce programs ranging from weekly long-form programs that are primarily shot in the field to studio-based productions. The focus is on the production team: students pitch story ideas and the class functions as a management team, making decisions on which programs will be produced during the term. NOTE: This course requires instructor permission to register. Students should contact the instructor directly via email.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in MSP 2701.