

Sports Media BA

Overview

The **Bachelor of Arts in Sports Media**, housed within Temple University's Klein College of Media and Communication, prepares students to thrive in the fast-evolving world of sports journalism, production, public relations, and strategic communication. Offered through the Office of Klein Interdisciplinary Programs, the Sports Media major enables students to explore the intersection of sports, media, and society while building the professional and creative skills needed to shape the stories and experiences that define modern sports culture.

Students complete a minimum of 45 credit hours across core, foundation, and concentration courses drawn from Klein's departments of Journalism, Media Studies and Production, Advertising and Public Relations, and Communication. From writing and on-air performance to media production and data storytelling, students gain critical knowledge and practical experience in the many facets of sports media. Students will graduate with a robust portfolio and real-world experience through internships, study-away programs, and projects with outlets like TUTV, OwlSports Update, and local media partners.

This interdisciplinary major is ideal for students who are passionate about sports and want to build careers as reporters, producers, broadcasters, brand strategists, sports information directors, media relations professionals, publicists, or content creators. The Philadelphia region's rich sports culture and professional networks, combined with Klein College's legacy of industry-connected alumni, offer unmatched opportunities for hands-on learning and career growth. Students may also pursue electives in areas like sports management, history, and sociology through Temple's other schools and colleges.

The Sports Media major is closely tied to the Claire Smith Center for Sports Media, which champions diversity and excellence in the field and hosts public lectures, seminars, and the annual Sports Media Summit. Students will be well-prepared to contribute to the sports media industry with integrity, creativity, and a deep understanding of the cultural and business forces that shape it.

Campus Location: Main

Program Code: CO-SPTM-BA

Contact Information

Lauren Bullock, Director
sptm@temple.edu

Learn more about the Bachelor of Arts in Sports Media.

These requirements are for students who matriculated in academic year 2025-2026. Students who matriculated prior to fall 2025 should refer to the Archives to view the requirements for their Bulletin year.

Summary of Requirements

The degree of Bachelor of Arts may be conferred upon a student majoring in Sports Media (SPTM) by the recommendation of the faculty and upon satisfactory completion of a minimum of 124 semester hours of credit with a cumulative grade point average of 2.0 or higher overall and in the major.

Students must meet the following requirements:

- University requirements:
 - New students are required to complete the General Education (GenEd) curriculum.
 - All students must take a minimum of two writing-intensive (WI) courses in the major at Temple University.
- Lew Klein College of Media and Communication requirements, including KLN 1001 and KLN 1002.
- Minimum of 57 credits in the major.
- A grade of C- or higher must be attained for each course that fulfills a requirement for the Sports Media major.
- No more than 12 semester hours of transfer credits may be applied to the Sports Media major requirements.

Sports Media Major Requirements

Code	Title	Credit Hours
Foundation Courses		
ADV 1001	Introduction to Digital Design Tools for Advertising	3
COMC 1118	Presentations for the Digital Workplace	3
MSP 1701	Introduction to Media Production	3
Core Courses		

MSP 1655	Introduction to Media Business	3
SPME 3296		3
SPME 3401	Sports Media Relations	3
SPME 3763	The Influence of Sports Media on Modern Society	3

Focus Areas

Select at least one course from each area and a total of five courses from across all three areas (minimum 15 credit hours). 15

Sports Media: Production and Performance

Select at least one of the following:

SPME 4597	Sports Production Practicum
SPME 4723	
SPME 4772	
SPME 4787	Television Production Workshop Practicum

Sports Media: Communication

Select at least one of the following:

ADV 2005	Social Media Marketing
COMC 1401	Conflict and Communication Behavior
COMC 2401	Intercultural and Cross-Cultural Conflict
COMC 3701	Intercultural Communication
COMC 3702	Communication, Culture and Identity
COMC 4202	Multiparty Conflict Processes: Dialogue, Facilitation and Multiparty Mediation
PR 1552	Introduction to Public Relations
SPME 3101	Communicating Civic Engagement Through Sports
SPME 3403	Digital and Social Media in Sport

Sports Media: Journalism

Select at least one of the following:

SPME 3257	Advanced Sports Reporting
SPME 3261	Beyond the Lines: Producing Sports Journalism
SPME 3764	
SPME 4203	Communicating Sports Statistics and Data

Additional Requirements for the Major**Writing Intensive Course**

Select one of the following: 3

ADV 1196	Persuasive Writing (WI)
COMC 2696	Professional Writing for Science, Health, and Policy Issues
JRN 1196	Writing and Reporting (WI)
MSP 4696	Communication in Media Organizations (WI)
PR 1496	News Writing and Media Relations (WI)
SPME 4597	Sports Production Practicum ^{1, 2}
or MSP 4597	OwlSports Update Productions Practicum
or JRN 4597	Sports Production Practicum

Internship / Field Experience

SPME 3112	Sports Media Learning Experience	3
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Capstone or Study Away ³

Select one of the following: 3

SPME 4501	
SPME 4571	International Studies in Media and Communication

Required Courses from Outside Klein College (Sport and Entertainment Management) ⁴

SEM 1211	Sport, Entertainment and Society	3
SEM 3221	Athletics Administration	3
SEM 3222	Global Sport Management	3

Select one of the following: 3

SEM 2212	Law and Ethics in Sport and Entertainment
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SEM 3223	Applied Sport Analytics
SEM 3226	Consumer Behavior in Sport and Entertainment
SEM 3235	Esports Social Media Management and Fan Engagement
SEM 3237	Personal Branding of Athletes: Name, Image, and Likeness

Total Credit Hours **57**

- ¹ If this course is taken to fulfill the Media Production and Performance focus area above, complete an additional elective course from any of the array of courses for the focus areas.
- ² Must first complete MSP 1655, SPME 3401, and SPME 3763 with a grade of C- or better, and students must be enrolled at the Junior (60 to 89 credits) or Senior (90 to 119 credits) level.
- ³ Must complete a minimum of 3 credit hours in Capstone or Study Away courses.
- ⁴ By completing (with a grade of C- or better) an additional 2-3 SEM or STHM courses (6-9 credit hours) beyond these major requirements, a student can complete the Sport Management minor.

Suggested Academic Plan

Please note that this is a **suggested** academic plan. Depending on your situation, your academic plan may look different.

Bachelor of Arts in Sports Media

Suggested Plan for New Students Starting in the 2025-2026 Academic Year

Year 1		Credit Hours
Fall		
ADV 1001	Introduction to Digital Design Tools for Advertising	3
MSP 1701	Introduction to Media Production	3
KLN 1001	Klein First-Year Seminar	1
ENG 0802	Analytical Reading and Writing [GW]	4
or ENG 0812	or Analytical Reading and Writing: ESL [GW]	
or ENG 0902	or Honors Analytical Reading and Writing [GW]	
GenEd Quantitative Literacy Course [GQ]		4
Credit Hours		15
Spring		
COMC 1118	Presentations for the Digital Workplace	3
KLN 1002	Klein College Introduction to Professional Development	1
Sports Media: Communication Focus Area Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		16
Year 2		
Fall		
MSP 1655	Introduction to Media Business	3
SEM 1211	Sport, Entertainment and Society	3
IH 0851	Intellectual Heritage I: The Good Life [GY]	3
or IH 0951	or Honors Intellectual Heritage I: The Good Life [GY]	
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		15
Spring		
SEM 3221	Athletics Administration	3
SEM 3222	Global Sport Management	3
Writing Intensive Course		3
IH 0852	Intellectual Heritage II: The Common Good [GZ]	3
or IH 0952	or Honors Intellectual Heritage II: The Common Good [GZ]	

GenEd Breadth Course		3
Credit Hours		15
Year 3		
Fall		
SPME 3112	Sports Media Learning Experience	3
SPME 3296		3
SPME 3763	The Influence of Sports Media on Modern Society	3
GenEd Breadth Course		3
Electives		4
Credit Hours		16
Spring		
SPME 3401	Sports Media Relations	3
Sports Media: Journalism Focus Area Course		3
Sports Media Focus Area Course (any focus area)		3
Sport and Entertainment Management (SEM) Elective Course		3
Electives		4
Credit Hours		16
Year 4		
Fall		
Select one of the following:		3
SPME 4501		
SPME 4571	International Studies in Media and Communication	
Sports Media: Production and Performance Focus Area Course		3
Electives		10
Credit Hours		16
Spring		
Sports Media Focus Area Course (any focus area)		3
Electives		12
Credit Hours		15
Total Credit Hours		124