Sports Journalism, BA

Do you have a passion for sports and dream of telling the story behind the game? Join one of the nation's top sports media schools for hands-on experience covering some of the world's largest sporting events and for access to a variety of sports internships and intensive professional experiences.

Program Description

Sports media is one of the fastest-growing sectors of the media industry, with continued growth across multimedia outlets; broadcast and cable channels and networks; radio and podcasting; and team, league and conferences websites and social media platforms.

The Walter Cronkite School of Journalism and Mass Communication's BA program in sports journalism gives students unparalleled preparation for careers in sports media and communications through courses such as sports writing, sports photography, sports strategic communications, broadcast sports reporting, live sports production, play-by-play, and ethics and diversity in sports.

During the sports journalism degree program, students complete a variety of professional experiences. Internship partners include professional sports teams from the Diamondbacks to the Suns; Arizona State University athletics; local, regional and national sports media outlets like ESPN, Bally Sports, Fox Sports, the Pac-12 Networks; and more. Sports journalism students also participate in the school's semester-long immersive learning experiences, working with sports clients in the Cronkite Agency, or report from sports bureaus in Phoenix and Los Angeles, where they cover teams and events in the NFL, MLB, NBA, WNBA, NHL, NASCAR, PGA, LPGA and Division I athletics.

High-performing students can apply to the school's accelerated bachelor's degree and master's degree program, which allows for the completion of both degrees in as few as four years. They also can become part of ASU's Barrett, The Honors College.

At a Glance
College/School: Walter Cronkite School of Journalism and Mass Comm
Location: Downtown Phoenix

Additional Program Fee: Yes
Second Language Requirement: Yes
First Required Math Course: Any MAT course that satisfies the math requirement
Math Intensity: General

Required Courses (Major Map)

2023 - 2024 Major Map
Major Map (Archives)

Concurrent Program Options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Accelerated Program Options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's plus master's degree with:

Master of Mass Communication, MMC

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated masterâs during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and how to apply.

Admission Requirements

General University Admission Requirements:
All students are required to meet general university admission requirements.
First-year | Transfer | International | Readmission

Additional Requirements:

English proficiency requirements for international student admission:

• TOEFL iBT: minimum score of 100 (internet-based test, taken in a testing center) or
• IELTS: minimum score of 7.0 or
• Pearson Test of English: minimum score of 73 or
• Duolingo English test: minimum score of 120
Transfer Admission Requirements:

Transfer students with 12 or more transfer credit hours after high school graduation are required to have a cumulative transfer GPA of 3.00 or higher and no English competency deficiencies. Transfer students should contact the school for additional steps after admission to ASU.

Transfer students with 24 or more transferable credit hours after high school graduation are required to have a cumulative transfer GPA of 3.00 or higher. Transfer students should contact the school for additional steps after admission to ASU.

Tuition Information

When it comes to paying for college, everyone’s situation is different. Students can learn about ASU tuition and financial aid options to find out which will work best for them.

Change of Major Requirements

ASU students who would like to change their majors to sports journalism must have at least a cumulative GPA of 3.00 in 12 or more credit hours of ASU courses that can be used to satisfy the Cronkite School's nonelective General Studies requirements. MCO 120, an introductory course for nonmajors, may count in place of JMC 110.

Students should visit the Change of Major form for information about how to change a major to this program.

Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU® to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey.

Program Learning Outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:
• Apply the principles of journalism, such as accuracy, fairness, timeliness, diversity and privacy, to their course requirements. (Shared)
• Create portfolios, which measure their integration of knowledge through tangible products in digital, social, audio, and video stories to demonstrate to potential employers their professional readiness. (Shared)
• Understand and apply ethical, diversity, and legal standards relevant to the journalism industry and create culturally proficient communication. (Shared)
• Use the tools, technology, and techniques for content creation that adheres to accepted journalistic standards and practices, and prepares them for careers in sports media and communication. (BA Sports Journalism program only)

Global Opportunities

Global Experience
Sports and sports fans create one of the most globalized industries that unite cultures through passion for a favorite team, athlete or game. Study abroad programs shed light on how amazing stories of sport, triumph and defeat connect us all. Students apply real-world skills and learn about international sports firsthand by covering regional teams or large-scale sporting events like the Olympics.

Career Opportunities

Graduates of the sports journalism degree program are prepared for careers across media (including digital, print, video and audio) and athletics (teams, leagues, agencies and sports news organizations). They go on to pursue positions including sports writers, reporters, team content creators, producers, marketers, television anchors, multimedia specialists, social media managers, and strategic communications and public relations project coordinators.

Career example titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience, geographical location, and required advanced degrees or certifications may affect pay scales.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications Specialist</td>
<td>3.7%</td>
<td>$73,150</td>
</tr>
<tr>
<td>Editor</td>
<td></td>
<td>$73,080</td>
</tr>
<tr>
<td>Executive Producer 🌟</td>
<td>6.7%</td>
<td>$85,320</td>
</tr>
<tr>
<td>Film Editor 🌟</td>
<td>9.4%</td>
<td>$63,520</td>
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<tr>
<td>News Anchor</td>
<td></td>
<td>$41,750</td>
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<tr>
<td>News Reporter</td>
<td></td>
<td>$55,960</td>
</tr>
<tr>
<td>Photographer</td>
<td>4.1%</td>
<td>$40,170</td>
</tr>
<tr>
<td>Role</td>
<td>Growth Rate</td>
<td>Salary</td>
</tr>
<tr>
<td>---------------------------</td>
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</tr>
<tr>
<td>Production Assistant</td>
<td>4.3%</td>
<td>$65,000</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>6.1%</td>
<td>$67,440</td>
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</tbody>
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* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀ Bright Outlook

## Contact Information

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