

Sports Journalism, BA

CSSPJBA

Do you have a passion for sports and a dream of telling the story behind the game? Join the nation's top sports media school for hands-on experience covering some of the world's largest sporting events. You'll have access to a variety of sports internships and immersive professional experiences in a city with four professional sports teams.

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 conference media platforms.

The Bachelor of Arts 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 sports marketing and campaigns.

Sports journalism students complete a variety of professional experiences. Internship partners include professional sports teams such as the Diamondbacks and the Suns; Arizona State University athletics; local, regional and national sports media outlets such as ESPN and Fox Sports; 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 reporting 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 little 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](#)
- **Second language requirement:** Yes
- **STEM-OPT extension eligible:** No
- **First required math course:** Any MAT course that satisfies the math requirement
- **Math intensity:** General 

Curriculum

[View 2025 - 2026 curriculum](#)

[View curriculum 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:

[Mass Communication, MMC](#)

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's 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 **or**
- Cambridge English exam: minimum score of 185

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 higher education, 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 major to sports journalism must have at least a cumulative GPA of 2.50 in 12 or more credit hours of ASU courses that can be used to satisfy the Cronkite School's non-elective 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.
- 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.
- Understand and apply ethical, diversity, and legal standards relevant to the journalism industry and create culturally proficient communication.
- 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.

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 practical skills and learn about international sports firsthand by covering regional teams or large-scale sporting events such as the Olympics.

Career opportunities

Graduates are prepared for careers across media (including digital, TV, video and audio) and athletics (teams, leagues, agencies and sports news organizations). They go on to pursue positions across sports media, including:

- marketer
- multimedia specialist
- producer
- reporter
- social media manager
- sports writer
- strategic communication and PR project coordinator
- team content creator
- television anchor

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
<u>Communications Specialist</u>	3.7%	\$73,150
<u>Editor</u>	-4.0%	\$73,080
<u>Executive Producer</u> 🌟	6.7%	\$85,320
<u>Film Editor</u> 🌟	9.4%	\$63,520
<u>News Anchor</u>	-11.4%	\$41,750
<u>News Reporter</u>	-3.3%	\$55,960
<u>Photographer</u>	4.1%	\$40,170
<u>Production Assistant</u>	4.3%	\$65,000
<u>Public Relations Specialist</u> 🌟	6.1%	\$67,440

* 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](#)

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