BACHELOR OF JOURNALISM DEGREE REQUIREMENTS

Area Of Emphasis – Sports Journalism

Students interested in the Sports Journalism area of emphasis will have a front-row seat at a university in the top-rated Southeastern Conference. Journalism majors who work for student media cover Auburn football, basketball, baseball, gymnastics, soccer, swimming, diving and a host of other collegiate, club and intramural sports. Through their journalism courses, students will learn the art of sports storytelling, how to go behind the players’ stats and game scores to report compelling stories, how to break news across multiple platforms and what sports and media mean to our society. Through non-journalism electives, students will learn about economic analysis of professional and collegiate sports, health promotion, coaching, sports psychology, principles of marketing, management and promotion, the relationship between nutrition and sports performance, and the culture of sports in America.

DEPARTMENT CORE: Required of all CMJN majors (3 hours)
• CMJN 2100 Principles of Communication & Journalism (3)

REQUIRED COURSES: Must take all of the courses listed below (28 hours)
• JRNL 1100 Newspaper Fundamentals (3) – Course change to Journalism Fundamentals (pending approval)
• JRNL 2210 Newwriting (3)
• JRNL 2310 Reporting (3)
• JRNL 2910 Practicum in Journalism (1)
• JRNL 3220 Feature Writing (3) – Course change to Magazine & Feature Writing (pending approval)
• JRNL 3410 Photojournalism (3)
• JRNL 3470 Newspaper Editing & Design (3) – Course change to Editing & Design (pending approval)
• JRNL 3510 Multimedia Journalism (3)
• CMJN 4000 Mass Media Law & Regulation (3)
• JRNL 4920 Journalism Internship (3)

GROUP 2 COURSES: Select two courses (6 hours) from the following list of Communication and Journalism electives. The courses highlighted in yellow are particularly recommended for students with an interest in Sports Journalism.

- JRNL 3530 Sports Reporting (3) – New course added to journalism curriculum (pending approval)
- JRNL 4320 Newspaper Management (3) – Course change to Entrepreneurial Journalism (pending approval)
- JRNL 4410 Journalism History (3)
- JRNL 4417 Honors Journalism History (3)
- JRNL 4420 Community Journalism (3)
- JRNL 4430 Sports, Media & Society (3) – Planned addition to journalism curriculum (pending approval)
- JRNL 4480 Advanced Publication Design (3)
- JRNL 4490 Literary Journalism (3)
- JRNL 4970 Special Topics in Journalism (3)
- JRNL 4990 Directed Studies (1-4)
- JRNL 4997 Honors Special Problems (1-3)
- COMM 2010 Message Preparation and Analysis (3)
- COMM 2400 Communication in Organizations (3)
- COMM 2410 Small Group Communication (3)
- COMM 3100 Speaking Before Audiences (3)
- COMM 3110 Persuasive Discourse (3)
- COMM 3300 Communication and Conflict (3)
- COMM 3450 Intercultural Communication (3)
- COMM 3500 Foundations of Human Communication (3)
- COMM 3600 Foundations of Rhetoric and Social Influence (3)
- COMM 3650 The Rhetoric of Sports
- COMM 3700 Argumentative Discourse (3)
- COMM 3970 Special Topics in Communication (3)
- PRCM 3080 International PR (3)
- PRCM 3090 PR in the Political Process (3)
- PRCM 3260 Strategic Communication in PR (3)
- PRCM 3270 PR in the Not-for-Profit Arena (3)
- PRCM 3280 Social Media and Public Relations (3)
- RTVF 2350 Intro to Film studies (3)
- RTVF 2370 Electronic Field Production (3)
- RTVF 2800 Multimedia Production (3)
- RTVF 3210 Soundtracks Music Mass Media (3)
- RTVF 3300 Foundations of Mass Communication (3)
- RTVF 3350 Writing for Radio, Television & Film (3)
- RTVF 3380 Broadcast Newwriting (3)
- RTVF 3420 Introduction to Filmmaking (3)
- RTVF 3580 Reproducing Popular Culture (3)

GROUP 3 COURSES
Must take one (3 hours) of the advanced reporting/writing courses listed below.
• JRNL 4230 Advanced Reporting (3) – offered every fall
• JRNL 4470 Advanced Feature Writing (3) – offered every spring
- Course change to Advanced Magazine and Feature Writing (pending approval)
In addition to the required journalism coursework, all journalism majors take a variety of classes that provide the opportunity for interdisciplinary learning, information literacy, informed citizenship and global awareness. Journalism majors are required to take 33 elective credit hours and 41 hours in Auburn University's core curriculum. Please consult with the Auburn Bulletin and your academic adviser as to prerequisites and class standing requirements for these courses before registration.

**RECOMMENDED NON-JOURNALISM ELECTIVES (33 HOURS):** Journalism majors may take any electives in the AU bulletin, as long as they meet the prerequisite and class standing requirements. However, selecting electives from the list below is strongly encouraged for a student interested in the Sports Journalism area of emphasis. *Note: Of the 33 required hours, at least 16 hours must be in the College of Liberal Arts, but outside of the Department of Communication and Journalism.*

- **ACCT 2990** BUSINESS LAW (3)
- **ECON 3300** ECONOMICS OF SPORTS (3)
- **ECON 4000** ECONOMICS OF WORK AND PAY (3)
- **HRMT 1010** INTRO TO HOSPITALITY MANAGEMENT (2)
- **KINE 1100/1103/1104** WELLNESS (2)
- **KINE 2800** INTRODUCTION TO KINESIOLOGY (3)
- **KINE 3100/3103** ADAPTIVE SPORTS (3)
- **KINE 3400** HEALTH PROMOTION IN THE WORKPLACE (3)
- **KINE 3680** PHYSIOLOGY OF EXERCISE (4)*
- **KINE 3820** PRINCIPLES OF SPORT COACHING (3)
- **KINE 4450** PHYSICAL ACTIVITY AND PUBLIC HEALTH (3)*
- **KINE 4610** MOTOR DEVELOPMENT ACROSS THE LIFE SPAN (3)*
- **KINE 4620** EXERCISE AND SPORT PSYCHOLOGY (3)*
- **KINE 3820** SPORT MANAGEMENT (3)
- **MKTG 3310** PRINCIPLES OF MARKETING (3)
- **MKTG 4320** PROMOTION STRATEGY (3)
- **MKTG 4400** INTERNATIONAL MARKETING (3)
- **MKTG 4500** MARKETING ON THE INTERNET (3)
- **MNGT 3100/3107** PRINCIPLES OF MANAGEMENT (3)
- **MNGT 3460** ORGANIZATIONAL BEHAVIOR (3)
- **MNGT 3810** MANAGEMENT FOUNDATIONS (3)
- **NTRI 2000/2007** NUTRITION AND HEALTH (3)
- **NTRI 2010** BASIC SPORTS NUTRITION (3)
- **PHIL 1090** PHILOSOPHY OF RACE GENDER (3)
- **POLI 3420** POLITICS AND THE MEDIA (3)
- **PSYC 2120** DEVELOPMENTAL PSYCHOLOGY (3)
- **PSYC 2520** PSYCHOLOGY OF GENDER (3)
- **PSYC 3610** SPORTS PSYCHOLOGY (3)
- **SOCY 2000** SOCIAL ISSUES (3)
- **SOCY 3200** SPORTS IN AMERICA (3)

* These courses are restricted to majors in the KINE department because of demand. Non-majors will be put on a waitlist and may not know until the first week of class if they secured a spot in the course.

- Students must apply for admission to the Journalism program after 30 core hours.
- Students who transfer to Auburn University's JRNL major are required to take a minimum of 21 credit hours in the AU program.

**TOTAL HOURS REQUIRED**

- **University core:** 41 hours
- **College core:** 8 hours
- **Department core:** 3 hours
- **Major Core/Required:** 37 hours
- **Electives:** 33 hours (At least 16 hours must be in the College of Liberal Arts, but outside of the Department of Communication and Journalism)

**TOTAL:** 122 hours

Please consult the Auburn Bulletin for information on the University and College of Liberal Arts Core.