



SPORTS MEDIA

FPU BRINGS A TRADITION OF EXCELLENCE
TO THE SPORTS MEDIA DEGREE



ALUMNI SPOTLIGHT.....

Bryce Johnson '20

Roger Williams University Athletics

“The Sports Media degree I earned at Franklin Pierce made me a well-balanced media professional with a wealth of skills and experience. The required, hands-on journalism and video production courses, in addition to my career-related extracurricular activities, gave me a strong skill set fundamentally that allowed me to be an immediately impactful contributor in the field.”

APPLY TODAY!

franklinpierce.edu/sportsmedia

**SPORTS
MEDIA**

Franklin Pierce University
College of Liberal Arts
and Social Sciences

ABOUT THE PROGRAM

As a Sports Media major, you will use your knowledge and passion for sports to develop the skills to communicate effectively on behalf of athletes, managers, advertisers, media and fans across the world. You'll have 26 Division II varsity leagues to cover on and off campus, and broadcast technology at your disposal in the Marlin Fitzwater Center for Communication. Students build a knowledge base for entry-level positions in secondary sports, minor league clubs, college athletics or smaller geographic markets, and the networking and strategy skills that can eventually lead to high-visibility careers in major markets.

PROGRAM HIGHLIGHTS

You will learn core concepts in media studies and marketing and deep knowledge of major and secondary sports. You'll develop expertise in writing, spoken communication and digital media production, and an understanding of the legal and ethical issues in sports media.



AUSTIN CALLAWAY '20

SPORTS MEDIA

COURSES

FIRST YEAR

COMM110	Journalism
COMM120	Introduction to Media Production
GLE101	First Year Inquiry
GLE110	First Year Composition
SPME101	Foundations of Sports Media
-----	5 Additional Electives*

SECOND YEAR

COMM215	Sports Reporting
COMM221	Multi-Camera Production
COMM231	Diversity and Media
GLE230	Second Year Composition
SPME250	Sports Media Production
-----	5 Additional Electives*

THIRD YEAR

SPME300	International Sports Culture
SPME310	Convergent Journalism
SR310	Sports Marketing OR
MK335	Public Relations
SPME___	300 or 400 level Elective
-----	GLE Elective
-----	5 Additional Electives*

FOURTH YEAR

SPME400	Capstone in Sports Media
SPME___	300 or 400 level course
-----	8 Additional Electives*

*Please refer to the Academic Catalog for full listing of elective options

WHO SHOULD MAJOR IN SPORTS MEDIA?

You'll find this major a good fit if you have or want to develop:

- Broad knowledge of professional sports
- Detailed knowledge of secondary/growing sports like track, field hockey, volleyball
- Strong writing, editing and speaking skills
- Ability to conduct, analyze and explain market research

WHERE CAN MY MAJOR LEAD ME?

With your degree, you can pursue jobs or further education for careers as diverse as:

Agent	Social Media Director
Content Programmer	Sound Technician
Digital Editor	Sports Commentator
Film/Video Producer	Sports Marketer
Media Relations Manager	Sportswriter
Operations Manager	Statistician

STRATEGIES FOR SUCCESS

You can gain valuable experience through opportunities at Franklin Pierce to:

- Join the Pierce Media Group for experience in television, radio and journalism
- Broadcast live sporting events or host a campus television or radio show
- Write for campus print and online newspapers
- Utilize recording/broadcast equipment and media editing software
- Prepare for one of our Master of Business Administration (MBA) programs with six different areas of concentration, including Leadership and Sports Management

Franklin Pierce students have landed internships at prestigious organizations, including ESPN and NBC Olympics, and done practicums with local groups such as the Keene Swamp Bats and Franklin Pierce Raven Sports Network.