

# SPORT MEDIA (MINOR)

This program was approved for students entering the university in the Summer 2025-Spring 2026 catalog year. For more information about catalog year, go to Catalog Year Information (<https://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

## Minor in Sport Media

Unit: College of Arts and Sciences (AS) (<https://louisville.edu/artsandsciences/home/>); College of Education and Human Development (CEHD) (<https://louisville.edu/education/>)

Department: Communication (<https://my.commcourses.com/site/>); Health and Sport Sciences (<https://louisville.edu/education/departments/hss/>)

Academic Plan Code(s): COMMINSMPM

The College of Arts and Sciences and the College of Education and Human development are offering a minor in Sport Media that is available to students from any academic unit.

To be admitted to the minor, a student must have a minimum GPA of 2.0.

## Program Requirements

Code	Title	Hours
<b>Required Courses</b>		
COMM 351	Introduction to Sport Media	3
SPAD 345	Sport Communication	3
Required Internship/Practicum		3
SPAD 402	Internship in Sport Administration - CUE ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ) (For SPAD Majors)	
COMM 417	Senior Communication Internship - CUE ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ) (For COMM or all other Majors)	
COMM 481	Senior Practicum - CUE ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ) (For students interested in research experience)	
<b>Required Electives</b>		<b>12</b>
At least 6 hours must be taken in Applied Electives		
At least 6 hours must be taken in Specialty Electives		
At least 6 hours must be taken in Communication (applied or specialty)		
At least 6 hours must be taken in SPAD (applied or specialty)		
<b>Applied Electives</b>		
COMM 301	Special Topics in Communication	
COMM 322	Sports Writing - WR ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	
COMM 333	From Viral to Vital: Building Effective Social Media Strategies	
COMM 335	Digital Media Production	
COMM 336	Advanced Digital Media Production	
COMM 343	Photography and Cinematography Production	

COMM 429	Documentary Production - CUE ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	
SPAD 336	Digital Development & Technology in Sport	
SPAD 383	Sport Marketing	
SPAD 561	Special Topics in Sport Administration	
<b>Specialty Electives</b>		
COMM 301	Special Topics in Communication	
COMM 346	Strategic Media Management	
COMM 411	Mass Communication Law	
SPAD 353	Sport and Film	
SPAD 509	International Sport	
SPAD 529	Women and Sport	
SPAD 561	Special Topics in Sport Administration	
<b>Minimum Total Hours</b>		<b>21</b>

Relevant courses at or above the 300 level may be counted as electives in the minor at the discretion of one of the co-directors of the Sport Media minor.

No more than six (6) hours taken to fulfill the minor may be applied to a major.

At least three (3) semester hours of the requirements for a minor must be successfully completed while enrolled in the University of Louisville.