

Sports and Adventure Media, B.S.J.

Degree Offered

- Bachelor of Science in Journalism

Nature of the Program

The Sports and Adventure Media Major prepares students for careers as content creators with fundamental knowledge in media, sports and adventure.

The Sports and Adventure Media program offers courses that focus on video production for the sports broadcast industry and journalism purposes.

Courses also include instruction on multi-platform content production for public relations and journalism purposes.

Students will be prepared to enter an ever-changing digital media landscape by taking innovative courses that utilize the latest storytelling technology and audience engagement tactics, while instilling fundamental storytelling principles and media ethics. Graduates of this degree will stand out in sports media, adventure sports media, and adventure tourism and travel industries.

Admissions for 2025-2026

- Admission to the School of Media and Communications (p. 1)
- Scholarships (p. 1)
- Choosing a Major (p. 1)
- Accelerated Bachelor's/Master's Program (p. 1)

Admission to the School of Media and Communications

For specific information regarding the admissions requirements for First Time Freshmen to the School of Media and Communications, please visit Admission to the School of Media and Communications (<http://catalog.wvu.edu/undergraduate/collegeofcreativeartsandmedia/media/#admissionsrequirementstext>).

Students who have completed at least one full-time semester of college work (either at WVU or elsewhere) with a cumulative GPA of 2.0 or higher may also qualify for direct admission into the School of Media and Communications irrespective of standardized test scores. Students who do not meet these criteria will automatically be enrolled in WVU's Center for Learning, Advising and Student Success (CLASS). Students advised in CLASS may declare a major in the School of Media and Communications once they have earned a cumulative GPA of 2.0 at WVU. Or, if a student has a 2.0 cumulative GPA at WVU, they may enroll in MDIA 215S (space permitting) or they may declare the College's Multidisciplinary Studies major. If the student earns a C- or better in MDIA 215S and maintains a 2.0 overall GPA at WVU, then the student may then declare a major in the School of Media and Communications.

Scholarships

In addition to financial aid from West Virginia University, the School of Media and Communications offers a number of scholarships each year to eligible students. All students applying for scholarships must file a FAFSA form by the deadline, even if they are not eligible for need-based aid.

Choosing a Major

The School of Media and Communications offers five majors: advertising and public relations, integrated marketing communication, journalism, sports and adventure media and multidisciplinary media studies.

Direct admission students are admitted to the School upon admission to the University and declare their majors at that time.

Accelerated Bachelor's/Master's Program

Students in the advertising and public relations or journalism BSJ programs in the School of Media and Communications with a minimum cumulative GPA of 3.3 are eligible for this program. The accelerated MSJ program allows students to customize a research project that is relevant to their interests, whether they are Advertising and Public Relations or Journalism majors. Interested students are identified during their initial year or two at the School, and, if interested, must meet with their academic advisor by the fall of their junior year. Freshmen and sophomores are welcome to stop by to discuss the program as well. Information is posted on the School's website.

3+3 BSJ/JD

High-achieving students may also participate in the 3+3 BSJ/JD degree program with the WVU College of Law. See the School of Media and Communication's 3+3 BSJ/JD degree program website (<https://admissions.law.wvu.edu/apply/3-plus-3/>) for more information about this program.

Major Code: 3726

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
General Education Foundations		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Degree Requirements

Code	Title	Hours
	University Requirements	44
	Sports and Adventure Media Program Requirements	24
	School of Media and Communications Core Requirements	15
	Sports and Adventure Media Major Requirements	37
Total Hours		120

University Requirements

Code	Title	Hours
	General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)	
	Outstanding GEF Requirements 1, 2, 5, 6, and 7	19
MDIA 191	First-Year Seminar	2
General Electives*		23
Total Hours		44

Sports and Adventure Media Program Requirements

Code	Title	Hours
ADRC 102	Adventure in Society	3
ECON 200	Survey of Economics	3
BCOR 350	Principles of Marketing	3
STAT 111	Understanding Statistics (GEF 3)	3
PSYC 101 or SOC 101	Introduction to Psychology Introduction to Sociology	3
PSYC 251 or SOC 320	Introduction to Social Psychology Social Psychology	3
SEP 371	Sport in American Society	3

English literature or Creative Writing Course	3
Total Hours	24

School of Media and Communications Core Requirements

Code	Title	Hours
A minimum grade of C- is required in College of Media Core Requirements.		
MDIA 101	Media and Society (GEF 4)	3
MDIA 215S	Media Writing	3
MDIA 225S	Media Tools & Applications	3
MDIA 328	Media Ethics and Law	3
Select one of the following:		3
MDIA 401	Making Media in the Digital Age	
MDIA 427	History of American Journalism, Media & Pop Culture	
MDIA 455	Media, Identity, and Power	
Total Hours		15

Sports and Adventure Media Major Requirements

Code	Title	Hours
A minimum grade of C- is required in all Sports and Adventure Media Major Requirements.		
JRL 235S	Video Editing	1
JRL 330S	Sports and Adventure Media Writing	3
MDIA 361	Media Relations In Sport	3
MDIA 438	Branded Content and Narrative	3
JRL 380S	Sports and Adventure Media Video Storytelling	3
JRL 484S	Advanced Sports and Adventure Video Production	3
Select two of the following:		6
JRL 325S	Podcast Reporting & Producing	
JRL 340S	Advanced Video Storytelling	
JRL 435S	Live Sports Video Production	
MDIA 441	Internship	
JRL 448S	Digital Publication: Social Video	
JRL 487S	Advanced Video Reporting and Producing	
Required Minor		15
Total Hours		37

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*General Elective and Elective Credits can vary - students must have a minimum of 120 credit hours total to complete the degree

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
MDIA 101 (GEF 4)		3 MDIA 225S	3
MDIA 191		2 ENGL 102 (GEF 1)	3
GEF 2B		4 PSYC 101 or SOC 101	3
SEP 371		3 MDIA 215S	3
ENGL 101 (GEF 1)		3 GEF 6	3
		15	15

Second Year

Fall	Hours	Spring	Hours
JRL 235S		1 JRL 380S	3
JRL 330S		3 ECON 200	3
ADRC 102		3 STAT 111 (GEF 3)	3

PSYC 251 or SOC 320	3 GEF 7	3
GEF 5	3 Minor Course 1	3
General Elective	2	
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		15
		15

Third Year

Fall	Hours	Spring	Hours
MDIA 361		3 MDIA 438	3
MDIA 328		3 BCOR 350	3
MDIA 401, 427, or 455		3 Major Elective 2	3
Major Elective 1		3 Minor Course 2	3
ENGL Literature or Creative Writing Course		3 General Elective	3
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		15	15

Fourth Year

Fall	Hours	Spring	Hours
JRL 484S		3 General Elective	3
General Elective		3 General Elective	3
General Elective		3 General Elective	3
General Elective		3 Minor Course 4	3
Minor Course 3		3 Minor Course 5	3
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		15	15

Total credit hours: 120

Areas of Emphasis Offered:

- Adventure Media (p. 4)
- Sports Media (p. 5)

Adventure Media Area of Emphasis

Code	Title	Hours
A grade of C- or higher must be earned in all Adventure Media Area of Emphasis courses.		
MDIA 438	Branded Content and Narrative	3
JRL 424S	Adventure Travel Writing & Photography	3
JRL/MDIA/ADPR Elective		3
Adventure Skills Areas		6
Whitewater Paddling		
ADRC 111	Introduction to Whitewater Rafting	
ADRC 112	Whitewater Rafting Techniques	
ADRC 211	Introduction to Whitewater Raft Guiding	
ADRC 212	Swiftwater Rescue	
ADRC 311	Whitewater Raft Trip Leadership	
Rock Climbing		
ADRC 121	Introduction to Rock Climbing	
ADRC 122	Rock Climbing Techniques	
ADRC 221	Lead Climbing	
ADRC 222	Climbing Rescue Techniques	
ADRC 321	Rock Climbing Instructor Development	
Aerial ***		
RPTR 325	Challenge Course Facilitation	
RPTR 326S	Canopy Tour Facilitation	
Mountain Biking		

ADRC 131	Introduction to Mountain Biking	
Total Hours		15

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Students who choose MDIA 441 would be required to complete one hour less of free electives as the AOE would be 18 hours.

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Either RPTR 325 or RPTR 326 can be substituted for three one-credit hour courses to fulfill half of the adventure skills requirement for the degree.

Suggested Plan of Study for Adventure Media Area of Emphasis

First Year

Fall	Hours	Spring	Hours
MDIA 101 (GEF 4)		3 ENGL 101 (GEF 1)	3
MDIA 191		2 MDIA 225S	3
MDIA 215S		3 PSYC 101 or SOC 101 (GEF 8)	3
ADRC 102		3 SEP 371	3
GEF 2B		4 General Elective	3
		15	15

Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)		3 ECON 200	3
JRL 235S		1 JRL 380S	3
JRL 330S		3 STAT 111 (GEF 3)	3
PSYC 251 or SOC 320		3 ADRC Adventure Skills Course	1
ADRC Adventure Skills Course		1 ADRC Adventure Skills Course	1
ADRC Adventure Skills Course		1 General Elective	4
General Elective		3	
		15	15

Third Year

Fall	Hours	Spring	Hours
MDIA 438		3 SM 486 or RPTR 472	3
MDIA 328		3 BCOR 350	3
SM 380 or MDIA 427		3 JRL/ADPR/MDIA Elective	3
ADRC Adventure Skills Course		1 General Elective	3
ADRC Adventure Skills Course		1 GEF 8 Focus	3
GEF 5		3	
General Elective		1	
		15	15

Fourth Year

Fall	Hours	Spring	Hours
JRL 424S		3 JRL 484S	3
ENGL Literature or Creative Writing Course		3 ACE 265, SEP 373, SM 375, or MDIA 455	3
GEF 6		3 General Elective	3
General Elective		3 GEF 7	3
General Elective		3 GEF 8 Focus	3
		15	15

Total credit hours: 120

Sports Media Area of Emphasis Requirements

Code	Title	Hours
A grade of C- or higher must be earned in all Sports Media Area of Emphasis courses.		
MDIA 361	Media Relations In Sport	3

or ADPR 439	Strategic Social Media	
JRL 435S	Live Sports Video Production	3
IMC 410	Introduction to Integrated Marketing Communications	3
or IMC 440	Introduction to Digital Marketing Communication	
Select two of the following:		6
ADPR 439	Strategic Social Media	
JRL 325S	Podcast Reporting & Producing	
JRL 448S	Digital Publication: Social Video	
JRL 487S	Advanced Video Reporting and Producing	
JRL 424S	Adventure Travel Writing & Photography	
MDIA 438	Branded Content and Narrative	
MDIA 441	Internship	

Total Hours

15

Suggested Plan of Study for Sports Media Area of Emphasis

First Year

Fall	Hours	Spring	Hours
MDIA 101 (GEF 4)		3 MDIA 225S	3
MDIA 191		2 ENGL 102 (GEF 1)	3
MDIA 215S		3 PSYC 101 or SOC 101 (GEF 8)	3
SEP 371		3 General Elective	3
ENGL 101 (GEF 1)		3 General Elective	3
General Elective		1	
		15	15

Second Year

Fall	Hours	Spring	Hours
JRL 235S		1 JRL 380S	3
JRL 330S		3 ECON 200	3
ADRC 102		3 STAT 111 (GEF 3)	3
PSYC 251 or SOC 320		3 GEF 2B	4
GEF 5		3 General Elective	2
General Elective		2	
		15	15

Third Year

Fall	Hours	Spring	Hours
MDIA 361 or ADPR 439		3 JRL 435S	3
MDIA 328		3 BCOR 350	3
SM 380 or MDIA 427		3 Approved JRL/ADPR/MDIA Elective	3
Approved JRL/ADPR/MDIA Elective		3 GEF 8 Focus	3
ENGL Literature or Creative Writing Course		3 General Elective	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
JRL 484S		3 IMC 410 or 440	3
SM 486 or RPTR 472		3 ACE 265, SEP 373, SM 375, or MDIA 455	3
GEF 6		3 GEF 8 Focus	3
GEF 7		3 General Elective	3
General Elective		3 General Elective	3
		15	15

Total credit hours: 120

Major Learning Outcomes

SPORTS AND ADVENTURE MEDIA

The goal of the blended College of Creative Arts and Media and College of Applied Human Sciences major in Sports and Adventure Media is to provide students with a foundation of knowledge and critical thinking and a depth of skills and understanding that will prepare them for professions in the sports and adventure media industries and/or for further education and research pursuits in sports and adventure media. We will achieve this goal by meeting the following objectives, which will culminate in a B.S.J. degree:

1. Provide knowledge of the sports and adventure media industries so students have a foundational understanding and the necessary context for their future academics and profession in the industry.
2. Students will learn about the history, theory and current trends in sports and adventure recreation, which will deepen their understanding of and applied learning in sports and adventure media.
3. Provide students with a foundation in media ethics so they understand the importance of adhering to ethical guidelines and incorporate real-world experiences that allow students to apply their professional ethics knowledge.
4. Teach students about the importance of diversity in the sports, sports management, and adventure media and recreation industries and provide hands-on experiences that require them to produce work that is about, and also serves, a diverse society.
5. Provide students with skills and knowledge in sports and adventure media content creation – through writing, photography and videography – through live and pre-produced programming, dissemination and audience engagement.
6. Provide students with field experiences in sports and adventure media.
7. Expose students to emerging technologies and guide their appropriate use/application of them.