

Sports and Adventure Media

Degree Offered

- Bachelor of Science in Journalism

Sports and Adventure Media

The Sports and Adventure Media Major includes two core foundational areas of study: one focused on media and content creation delivered by the Reed College of Media; the other focused on sport psychology and management and adventure sport skills, delivered by the College of Physical Activity and Sport Sciences. Students in the major select an Area of Emphasis (AOE) in either Sports Media or Adventure Media.

The Sports Media Area of Emphasis offers courses that focus on video production for the sports industry and journalism purposes and requires two College of Media electives, which offer students flexibility to further tailor their specific interests and skill sets.

The Adventure Media Area of Emphasis offers courses on multi-platform content production for advertising, public relations and journalism purposes. The Adventure Media Area of Emphasis includes PE courses in adventure sports, which provide students with necessary technical skills to work as media professionals in the industry.

Students in both AOE's 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.

FACULTY

PROGRAM CHAIR

- Gina Martino Dahlia - M.S.J. (West Virginia University)
Teaching Associate Professor, Television Journalism

TEACHING ASSOCIATE PROFESSOR

- Emily Hughes Corio - M.S.J. (West Virginia University)
Television Journalism

VISITING ASSISTANT PROFESSOR

- Jay Gilmore - B.S. (Middle Tennessee State University)
Radio Television

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.

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 Skills		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

JRL 191	First-Year Seminar	2
General Education Requirements		
GEF 1, 2B, 3, 5, 6, 7 and 8		31
Non-Journalism/Media Requirements		
For all students in the major, required non-major courses include:		
RPTR 102	Adventure in Society	3
BUSA 201	Survey of Economics	3
BUSA 330	Survey of Marketing	3
STAT 111	Understanding Statistics	3
PSYC 101	Introduction to Psychology	3
or SOCA 101	Introduction to Sociology	
PSYC 251	Introduction to Social Psychology	3
or SOCA 320	Social Psychology	
English literature or Creative Writing Course		3
College of Media Core		
A grade of C- or higher must be earned in all major courses		
JRL 101	Media and Society	3
JRL 215	Media Writing (fulfills Writing and Communication Skills requirement)	3
JRL 225	Media Tools & Applications	3
JRL 330	Sports and Adventure Media Writing	3
JRL 380	Sports and Adventure Media Video Storytelling	3
JRL 428	Media Ethics and Law	3
JRL 488	Video Editing	1
College of Physical Activity and Sport Sciences Core		
SEP 271	Sport in American Society	3
SEP 272	Psychological Perspectives of Sport	3
ACE 265	Diversity and Sport	3
or SEP 373	African Americans in Sports	
or SM 375	Sport in the Global Market	
Or Advisor-approved Study Abroad		
SM 380	History and Philosophy of Sport	3
SM 486	Sport Marketing & Sales	3
or RPTR 472	Tourism System and Destination Management	
Required Area of Emphasis		
Select one of the following Areas of Emphasis (details below):		17
Sports Media		
Adventure Media		
General Electives*		
		15
Total Hours		120

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

Adventure Media Area of Emphasis

A grade of C- or higher must be earned in all Adventure Media Area of Emphasis courses.

JRL 424	Adventure Travel Writing & Photography	3
JRL 441	Internship	2-3
or JRL 442	Practicum	
JRL 457	Adventure Media Capstone: Advanced Adventure Media Production	3

STCM 438	Branded Content and Narrative	3
Adventure Skills Courses		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 326	Canopy Tour Facilitation	
Mountain Biking		
ADRC 131	Introduction to Mountain Biking	
Total Hours		17

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

** Adventure Media Area of Emphasis Majors must take six credit hours of adventure skills courses in at least two skill areas. Additionally, at least three credit hours must be in the same skill area.

*** 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
JRL 101	3 ENGL 101 (GEF 1)	3
JRL 191	2 JRL 225	3
JRL 215	3 PSYC 101 or SOCA 101	3
SEP 271	3 SEP 272	3
GEF 2B	4 GEF 3	3
	15	15

Second Year

Fall	Hours Spring	Hours
ENGL 102 (GEF 1)	3 BUSA 201	3
JRL 330	3 JRL 380	3
JRL 488	1 SM 380	3
PSYC 251 or SOCA 320	3 PE Adventure Skills Course	1
RPTR 102	3 PE Adventure Skills Course	1
PE Adventure Skills Course	1 General Elective	4
PE Adventure Skills Course	1	
	15	15

Third Year

Fall	Hours Spring	Hours
JRL 428	3 ACE 265, SEP 373, or SM 375	3
STCM 438	3 BUSA 330	3
STAT 111	3 JRL 441 or 442	2-3
PE Adventure Skills Course	1 SM 486 or RPTR 472	3

General Elective	2 PE Adventure Skills Course	1
GEF 6	3 GEF 8 Focus	3
	15	15

Fourth Year

Fall	Hours Spring	Hours
JRL 424	3 JRL 457	3
ENGL Literature or Creative Writing Course	3 General Elective	3
General Elective	3 General Elective	3
GEF 5	3 GEF 7	3
GEF 8 Focus	3 GEF 8 Focus	3
	15	15

Total credit hours: 120

Sports Media Area of Emphasis Requirements**A grade of C- or higher must be earned in all Sports Media Area of Emphasis courses.**

JRL 361	Media Relations In Sport	3
JRL 435	Live Sports Video Production	3
JRL 441 or JRL 442	Internship Practicum	2-3
JRL 484	Advanced Sports Video Production	3
Advisor-approved JRL or STCM Elective		3
Advisor-approved JRL or STCM Elective		3
Total Hours		17

Suggested Plan of Study for Sports Media Area of Emphasis**First Year**

Fall	Hours Spring	Hours
JRL 101	3 JRL 225	3
JRL 215	3 SEP 272	3
JRL 191	2 PSYC 101 or SOCA 101	3
SEP 271	3 General Elective	3
ENGL 101 (GEF 1)	3 GEF 3	3
General Elective	1	
	15	15

Second Year

Fall	Hours Spring	Hours
JRL 330	3 JRL 380	3
JRL 488	1 SM 380	3
RPTR 102	3 BUSA 201	3
ENGL 102 (GEF 1)	3 GEF 2B	4
GEF 5	3 General Elective	2
General Elective	2	
	15	15

Third Year

Fall	Hours Spring	Hours
JRL 361	3 JRL 435	3
ACE 265, SEP 373, or SM 375	3 JRL 428	3
STAT 111	3 PSYC 251 or SOCA 320	3
Approved JRL or STCM Elective	3 Approved JRL or STCM Elective	3
ENGL Literature or Creative Writing Course	3 GEF 8 Focus	3
	15	15

Fourth Year

Fall	Hours Spring	Hours
JRL 441 or 442	2-3 JRL 484	3
SM 486 or RPTR 472	3 BUSA 330	3
GEF 7	3 GEF 6	3
GEF 8 Focus	3 GEF 8 Focus	3
General Elective	3 General Elective	3
General Elective	1	
	15	15

Total credit hours: 120

Major Learning Outcomes**SPORTS AND ADVENTURE MEDIA**

The goal of the blended WVU Reed College of Media and College of Physical Activity and Sport 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. Through the major's blended approach with the WVU College of Physical Activity and Sport Sciences, students will learn about the history, theory and current trends in sport management 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. Assist students in securing professional internships in their field of study.
8. Expose students to emerging technologies and guide their appropriate use/application of them.