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 AOEs 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

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

<table>
<thead>
<tr>
<th>JRL 191</th>
<th>First-Year Seminar</th>
<th>2</th>
</tr>
</thead>
</table>

### 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 |
- **BUSA 201** | Survey of Economics |
- **BUSA 330** | Survey of Marketing |
- **STAT 111** | Understanding Statistics |
- **PSYC 101** | Introduction to Psychology |
  - or **SOCA 101** | Introduction to Sociology |
- **PSYC 251** | Introduction to Social Psychology |
  - 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 |
- **JRL 215** | Media Writing (fulfills Writing and Communication Skills requirement) |
- **JRL 225** | Media Tools & Applications |
- **JRL 330** | Sports and Adventure Media Writing |
- **JRL 380** | Sports and Adventure Media Video Storytelling |
- **JRL 428** | Media Ethics and Law |
- **JRL 488** | Video Editing |

### College of Physical Activity and Sport Sciences Core

- **SEP 271** | Sport in American Society |
- **SEP 272** | Psychological Perspectives of Sport |
- **ACE 265** | Diversity and Sport |
  - or **SEP 373** | African Americans in Sports |
  - or **SM 375** | Sport in the Global Market |
- **SM 380** | History and Philosophy of Sport |
- **SM 486** | Sport Marketing & Sales |
  - or **RPTR 472** | Tourism System and Destination Management |

### Required Area of Emphasis

Select one of the following Areas of Emphasis (details below):

- **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.

<table>
<thead>
<tr>
<th>JRL 424</th>
<th>Adventure Travel Writing &amp; Photography</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 441</td>
<td>Internship</td>
</tr>
<tr>
<td>or JRL 442</td>
<td>Practicum</td>
</tr>
<tr>
<td>JRL 457</td>
<td>Adventure Media Capstone: Advanced Adventure Media Production</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
</tr>
<tr>
<td>-------------</td>
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</tr>
<tr>
<td>STCM 438</td>
<td>Branded Content and Narrative</td>
</tr>
<tr>
<td></td>
<td><strong>Adventure Skills Courses</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Whitewater Paddling</strong></td>
</tr>
<tr>
<td>ADRC 111</td>
<td>Introduction to Whitewater Rafting</td>
</tr>
<tr>
<td>ADRC 112</td>
<td>Whitewater Rafting Techniques</td>
</tr>
<tr>
<td>ADRC 211</td>
<td>Introduction to Whitewater Raft Guiding</td>
</tr>
<tr>
<td>ADRC 212</td>
<td>Swiftwater Rescue</td>
</tr>
<tr>
<td>ADRC 311</td>
<td>Whitewater Raft Trip Leadership</td>
</tr>
<tr>
<td></td>
<td><strong>Rock Climbing</strong></td>
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<tr>
<td>ADRC 121</td>
<td>Introduction to Rock Climbing</td>
</tr>
<tr>
<td>ADRC 122</td>
<td>Rock Climbing Techniques</td>
</tr>
<tr>
<td>ADRC 221</td>
<td>Lead Climbing</td>
</tr>
<tr>
<td>ADRC 222</td>
<td>Climbing Rescue Techniques</td>
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<tr>
<td>ADRC 321</td>
<td>Rock Climbing Instructor Development</td>
</tr>
<tr>
<td></td>
<td><strong>Aerial</strong></td>
</tr>
<tr>
<td>RPTR 325</td>
<td>Challenge Course Facilitation</td>
</tr>
<tr>
<td>RPTR 326</td>
<td>Canopy Tour Facilitation</td>
</tr>
<tr>
<td></td>
<td><strong>Mountain Biking</strong></td>
</tr>
<tr>
<td>ADRC 131</td>
<td>Introduction to Mountain Biking</td>
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</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 101</td>
<td>3</td>
<td>ENGL 101 (GEF 1)</td>
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<tr>
<td>JRL 191</td>
<td>2</td>
<td>JRL 225</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>JRL 215</td>
<td>3</td>
<td>PSYC 101 or SOCA 101</td>
<td>3</td>
<td></td>
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<tr>
<td>SEP 271</td>
<td>3</td>
<td>SEP 272</td>
<td>3</td>
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<td>GEF 2B</td>
<td>3</td>
<td>GEF 3</td>
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<td><strong>Total</strong></td>
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**Second Year**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 102 (GEF 1)</td>
<td>3</td>
<td>BUSA 201</td>
<td>3</td>
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<tr>
<td>JRL 330</td>
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<td>JRL 380</td>
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<td>JRL 488</td>
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<td>SM 380</td>
<td>3</td>
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<tr>
<td>PSYC 251 or SOCA 320</td>
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<td>PE Adventure Skills Course</td>
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<td>RPTR 102</td>
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<td>General Elective</td>
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<td><strong>Total</strong></td>
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**Third Year**

<table>
<thead>
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<th>Spring</th>
<th>Hours</th>
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<tr>
<td>JRL 428</td>
<td>3</td>
<td>ACE 265, SEP 373, or SM 375</td>
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<td>STCM 438</td>
<td>3</td>
<td>BUSA 330</td>
<td>3</td>
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<tr>
<td>STAT 111</td>
<td>3</td>
<td>JRL 441 or 442</td>
<td>2-3</td>
<td></td>
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<tr>
<td>PE Adventure Skills Course</td>
<td>1</td>
<td>SM 486 or RPTR 472</td>
<td>3</td>
<td></td>
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</tbody>
</table>

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### General Elective

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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<tr>
<td>2 PE Adventure Skills Course</td>
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<tr>
<td>3 GEF 8 Focus</td>
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<tbody>
<tr>
<td>Hours</td>
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### Fourth Year

#### Fall

<table>
<thead>
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<th>Course</th>
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<tr>
<td>JRL 424</td>
<td>3 JRL 457</td>
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<tr>
<td>ENGL Literature or Creative Writing Course</td>
<td>3 General Elective</td>
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<td>General Elective</td>
<td>3 General Elective</td>
</tr>
<tr>
<td>GEF 5</td>
<td>3 GEF 7</td>
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<tr>
<td>GEF 8 Focus</td>
<td>3 GEF 8 Focus</td>
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<tbody>
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#### Hours Spring

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<tr>
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<tbody>
<tr>
<td>JRL 424</td>
<td>3 JRL 457</td>
</tr>
<tr>
<td>ENGL Literature or Creative Writing Course</td>
<td>3 General Elective</td>
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<tr>
<td>General Elective</td>
<td>3 General Elective</td>
</tr>
<tr>
<td>GEF 5</td>
<td>3 GEF 7</td>
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<tr>
<td>GEF 8 Focus</td>
<td>3 GEF 8 Focus</td>
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<tr>
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<tbody>
<tr>
<td>Hours</td>
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</table>

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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>JRL 361</td>
<td>3</td>
</tr>
<tr>
<td>JRL 365</td>
<td>3</td>
</tr>
<tr>
<td>JRL 441 Internship or JRL 442 Practicum</td>
<td>2-3</td>
</tr>
<tr>
<td>JRL 484 Advanced Sports Video Production</td>
<td>3</td>
</tr>
<tr>
<td>Advisor-approved JRL or STCM Elective</td>
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</tr>
<tr>
<td>Advisor-approved JRL or STCM Elective</td>
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</tbody>
</table>

| Total Hours | 17 |

### Suggested Plan of Study for Sports Media Area of Emphasis

#### First Year

#### Fall

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 101</td>
<td>3 JRL 225</td>
</tr>
<tr>
<td>JRL 215</td>
<td>3 SEP 272</td>
</tr>
<tr>
<td>JRL 191</td>
<td>2 PSYC 101 or SOCA 101</td>
</tr>
<tr>
<td>SEP 271</td>
<td>3 General Elective</td>
</tr>
<tr>
<td>ENGL 101 (GEF 1)</td>
<td>3 GEF 3</td>
</tr>
<tr>
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<tr>
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<tr>
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<td>15</td>
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#### Second Year

#### Fall

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>JRL 330</td>
<td>3 JRL 380</td>
</tr>
<tr>
<td>JRL 488</td>
<td>1 SM 380</td>
</tr>
<tr>
<td>RPTR 102</td>
<td>3 BUSA 201</td>
</tr>
<tr>
<td>ENGL 102 (GEF 1)</td>
<td>3 GEF 2B</td>
</tr>
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<td>GEF 5</td>
<td>3 General Elective</td>
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<tr>
<td>General Elective</td>
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<tbody>
<tr>
<td>Hours</td>
<td>15</td>
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#### Third Year

#### Fall

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 361</td>
<td>3 JRL 435</td>
</tr>
<tr>
<td>ACE 265, SEP 373, or SM 375</td>
<td>3 JRL 428</td>
</tr>
<tr>
<td>STAT 111</td>
<td>3 PSYC 251 or SOCA 320</td>
</tr>
<tr>
<td>Approved JRL or STCM Elective</td>
<td>3 Approved JRL or STCM Elective</td>
</tr>
<tr>
<td>ENGL Literature or Creative Writing Course</td>
<td>3 GEF 8 Focus</td>
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<tr>
<th>Total</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours</td>
<td>15</td>
</tr>
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</table>

| Total          |        |
### Fourth Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 441 or 442</td>
<td>2-3 JRL 484</td>
<td>3</td>
</tr>
<tr>
<td>SM 486 or RPTR 472</td>
<td>3 BUSA 330</td>
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<td>GEF 7</td>
<td>3 GEF 6</td>
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<td>GEF 8 Focus</td>
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<td>General Elective</td>
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<tr>
<td>General Elective</td>
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</tbody>
</table>

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.