

SPORTS PRODUCTION AND ENTERTAINMENT, MINOR

PROGRAM LEARNING OUTCOMES

1. **Knowledge**
 - Identify current sports, communication, and entertainment production principles and practices. (UO: 1, 2, 5, 8, 10)
2. **Writing**
 - Demonstrate writing for print and multimedia, including, but not limited to audio, video, social media, marketing, and advertising, to deliver targeted messaging. (UO: 1, 2, 6, 8, 10)
3. **Production**
 - Demonstrate multimedia production skills. (UO: 1, 2, 6, 8, 10)

To access Minor Requirements, please view the Curriculum Guide tab.

Related Links

Sports Production and Entertainment, Minor Program Page (<https://www.sru.edu/academics/colleges-and-departments/cob/departments/strategic-communication-and-media/programs/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

CURRICULUM GUIDE

Minor Requirements

- Students must complete at least 6 credit hours in their minor from SRU
- A minimum of 6 credit hours must be upper division (courses numbered 300 and above)
- A minor shall be no fewer than 18 credits

Required Core Courses

Code	Title	Hours
Required Core Courses		
SPMT 194	Introduction to Sport Management	3
SPMT 301	The Fan Experience	3
COMM 342	Sports Journalism	3
COMM 365	Sports and Esports Production	3
Subtotal		12
Electives		
Select three of the following. You must take at least one from each major:		9
COMM 205	Audio Production	
COMM 254	Video Production	
COMM 354	Multi-Camera Studio Production	
SPMT 394	Sport Marketing	
SPMT 406	Sport Fundraising and Event Management	
Subtotal		9
Total Hours		21

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum

categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

Minor in Sport Production and Entertainment (13E / CIM 466)

This program is effective as of Summer 2026

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