

# SPORTS MEDIA & COMMUNICATIONS (SMC)

## SMC 500 Selected Topics (1-6 Credits)

### *Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

## SMC 510 Topics in Sports Media & Communications (1 Credit)

### *Public Communications*

These five-week mini-courses provide specific areas of study not covered in depth in other courses. Examples: Live Sports Seminar and others based on faculty and student interest. Repeatable 6 times for 6 credits maximum

## SMC 600 Selected Topics (1-6 Credits)

### *Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

## SMC 601 Sports Media & Communications Proseminar (1 Credit)

### *Public Communications*

This class is an examination of the sports media field. Students will discuss career paths within the industry and the roles sports media professionals play.

## SMC 603 Sports Content for Social Platforms (3 Credits)

### *Public Communications*

Double-numbered with SMC 403

This is a course to research, analyze and produce creative content for multi-platform sports distribution including social media, in arena shows and any non-broadcast area. Additional work for graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

## SMC 621 Sports PR and Athlete Advocacy (1 Credit)

### *Public Communications*

Double-numbered with SMC 421

This course examines and explores the unique situations and skills required for public relations practitioners, through both a domestic and global look at sports industry and reputation management. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

## SMC 622 Sports Production (3 Credits)

### *Public Communications*

Double-numbered with SMC 422

This class examines how promos, long form, studio and live sports production utilizes storytelling, interviews, music, shot selection and editing techniques. Additional work required of graduate students. Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

## SMC 623 Sports Documentary (3 Credits)

### *Public Communications*

Double-numbered with SMC 423

This workshop course examines the history of sports filmmaking and challenges students to utilize studied techniques to find their own voice and produce documentary short(s). Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

## SMC 624 The Sports Media Pitch (3 Credits)

### *Public Communications*

Double-numbered with SMC 424

Students will collaborate with a real-world partner and industry professionals on content creation, programming, advertising and social media to create a promotional campaign for a major brand/advertiser. Additional work required of graduate students.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

## SMC 630 Topics in Esports and Media (3 Credits)

### *Public Communications*

Double-numbered with SMC 330

Students learn the history of Esports, trending technologies, fan experience and Esports reporting. Students will develop skills that enhance an Esports media property's social media, distributed content and brand management. Esports media properties rotate as industry partners. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

**SMC 654 Sport Writing Across Platforms (3 Credits)**

*Public Communications*

Double-numbered with SMC 454

A reading and writing intensive class of sportswriting. Techniques to be covered: sourcing, reporting, interviewing, writing, and editing. Formats include: game stories, social media, book reviews, long form storytelling. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

**SMC 655 Television Sports Play-by-Play (1 Credit)**

*Public Communications*

Double-numbered with SMC 355

Students will explore the principles and practice of television sports play-by-play through examination, discussion and execution. Students are responsible for in-class participation, play-by-play assignments, writing assignments and a final project. Additional work required of graduate students.

Advisory recommendation Prereq: BDJ 612 or BDJ 663

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

**SMC 675 Sports Media & Communications Practicum (3 Credits)**

*Public Communications*

Provides students interested in sports media industry careers with a unique opportunity to intern with sports networks, production companies, content creators, and sports event broadcasters. Students will also meet with instructor throughout semester.

**SMC 690 Independent Study (1-6 Credits)**

*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable 6 times for 6 credits maximum