

SPORTS MEDIA & COMMUNICATIONS (SMC)

SMC 210 Topics in Communications for Esports (1 Credit)

Public Communications

Five-week, one-credit courses focused on communications skills for esports professionals. Topics vary.

Repeatable 6 times for 6 credits maximum

Prereq: COM 117

SMC 214 Writing for Sports Communications (3 Credits)

Public Communications

A writing-focused class for sports communicators. Introduction to newswriting, basic reporting, strategic storytelling, media relations and pitching techniques; understanding the audiences, demonstrating professional writing skills using AP style, developing planning and presentation skills.

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 300 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 330 Topics in Esports and Media (3 Credits)

Public Communications

Double-numbered with SMC 630

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 345 Communications Ethics in Sports (3 Credits)

Public Communications

The ethical challenges facing the sports communications industry are vast and far-reaching. Explored through traditional ethical theory, this course evaluates and analyzes the decision-making process unique to sports communications.

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

SMC 355 Television Sports Play-by-Play (1 Credit)

Public Communications

Double-numbered with SMC 655

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.

Prereq: BDJ 364 or BDJ 312

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 400 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 403 Sports Content for Social Platforms (3 Credits)

Public Communications

Double-numbered with SMC 603

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.

Prereq: COM 117

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 404 Esports Shoutcasting (3 Credits)

Public Communications

Introductory specialized esports reporting/performance course, concentrating on journalism in esports and utilizing basic and intermediate-level technologies.

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 405 Esports Event Production (3 Credits)

Public Communications

This class examines how promos, streaming content and live esports production utilize storytelling, technology, music and editing techniques.

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 421 Sports PR and Athlete Advocacy (1 Credit)*Public Communications*

Double-numbered with SMC 621

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 422 Sports Production (3 Credits)*Public Communications*

Double-numbered with SMC 622

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 423 Sports Documentary (3 Credits)*Public Communications*

Double-numbered with SMC 623

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.

Prereq: COM 117

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 424 The Sports Media Pitch (3 Credits)*Public Communications*

Double-numbered with SMC 624

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 454 Sport Writing Across Platforms (3 Credits)*Public Communications*

Double-numbered with SMC 654

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 475 Esports Industry Practicum (3 Credits)*Public Communications*

Provides students who are interested in a career in the esports industry with a unique opportunity to intern with esports production companies, content creators and esports event broadcasters. Students will also meet with instructor throughout semester.

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 482 Sports Feature Production Capstone (3 Credits)*Public Communications*

This advanced course challenges students to cap their academic experience with a summative project in sports feature production not addressed by specialized tracks of study.

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 483 Esports Communications Capstone (3 Credits)*Public Communications*

This advanced course challenges majors to cap their academic experience with a summative project in esports content creation not addressed by specialized tracks of study.

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

SMC 490 Independent Study (1-6 Credits)*Public Communications*

In-depth exploration of a problem or problems. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor or instructors and the department.

Repeatable 6 times for 6 credits maximum

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