

BACHELOR OF ARTS WITH A MAJOR IN SPORTS INDUSTRIES, MEDIA, AND PROMOTION

Bachelor of Arts with a Major in Sports Industries, Media, and Promotion

The Bachelor of Arts in Sports Industries, Media and Promotion provides students with both the theoretical foundation and practical expertise needed to become leaders in today’s multibillion-dollar sports industry. From collegiate athletics and professional leagues to sports journalism and athlete representation, there’s an increasing need for skilled, professional communicators who can navigate the dynamic landscape of sports. Students will gain hands-on experience in sports media, communication strategy, and digital content production while developing a deep understanding of sports promotion, branding, and audience engagement. Through Bryant’s major in Sport Industries, Media, and Promotion, student’s build both the required knowledge and the technical expertise to lead within a competitive market.

Sports Industries majors focus on communication technologies and strategies as both consumers and creators. They engage in dynamic coursework centered on three key areas: sports media and communication theories, the strategic design and management of sports content, and the production of engaging multimedia content across digital and traditional platforms.

From sports broadcasting to esports event management to digital branding, Sports Industries majors at Bryant University are prepared for both the current sports landscape and future industry shifts. This program equips students with the ability to craft compelling sports narratives and media, manage athlete and team reputations, and lead communication efforts across sports organizations. Through experiential learning and real-world applications, as well as access to internship and networking opportunities with leading sports franchises, media networks, and major sports brands, graduates enter the industry with a competitive edge that positions them for long-term success in diverse career opportunities with top organizations in the sports industry.

Sports Industries, Media, and Promotion Major Objectives:
Students in the Sports Industries, Media, and Promotion major will:

- Demonstrate a comprehensive understanding of the sports industry, including its history, structure, and key stakeholders.
- Analyze and critically evaluate sports media across various platforms and produce effective and appropriate sports content for different media channels.
- Utilize digital and traditional media platforms effectively for sports promotion and communication that engage and expand the sports audience.
- Analyze and understand diverse sports audiences to allow tailoring of communication strategies to specific target audiences within the sports industry.
- Develop skills interacting with the media and master techniques for interviews, press releases, and managing public relations to enhance the team or athlete’s image.

- Develop, evaluate, and manage sports brands, including creating brand identities, positioning, and loyalty strategies.
- Cultivate leadership qualities and negotiation skills crucial for effective collaboration with athletes, coaches, sponsors, and other key players in the sports industry.
- Apply principles of strategic organization to analyze and solve complex issues for sports organizations, teams, or facilities.

Major Tracks

Along with course work for the major, students will also be required to choose an additional area of specialization. Each track requires three additional courses that are completed as part of the overall major.

Current tracks are Esports or Sports Media and Promotion. To see course lists and requirements for each track please refer to the “Degree Requirements” tab above.

Esports Track

As the world of esports continues to grow at an impressive rate, professional opportunities in advertising, promotion, and social media marketing are on the climb. Bryant’s esports track will give you a better understanding of the competition process, how to create teams, and covering esports in the media. You’ll also review the governance of esports and current issues that impact the field and learn how to manage esports events. Gain hands-on experience by collaborating with local esports club teams to produce content, or intern with an esports company. These practical tools and experiences will give you a head start in your career within this new and evolving sphere.

Sports Media and Promotion Track

Bryant’s sports media and promotion track will showcase different careers within the field and help you develop the practical and professional skills to succeed. Dive into the dynamic process of sports broadcasting by directing and producing live athletic events. Explore the intricacies of digital sports media – including how NFTs, digital trends, sports betting, and fantasy sports shape content creation and management. Learn how to plan strategic campaigns, oversee sponsorships, and manage public images for sports figures and brands. By bolstering your coursework with hands-on projects and experience working with Bryant Athletics, you’ll have a competitive edge as you begin your career.

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General Education Requirements

University Minor Requirements

Major Required Core:

COM 203	Introduction to Communication	3
COM 206	Introduction to Sports Communication	3
COM 403	Organization, Leadership, and Communication in the Sports Industry	3
COM 492	Senior Capstone in Sports Industries, Communication and Promotion	3

Sports Core - Student must pick three:

ECO 340	Sports Economics	3
LGLS 380	Sport and the Law	3
MKT 313	Sports Marketing	3

PSY 481	Exercise and Sport Psychology	3
SOC 360	Sociology of Sport	3
Student must pick a track:		
Esports Track		
COM 208	Esports Communication and Media Studies	3
COM 301	Esports Governance and Policy	3
COM 404	Esports Event Planning and Organization	3
Sports Media and Promotion Track		
COM 331	Sports Broadcasting and Analysis	3
COM 344	Sports Media Production	3
COM 444	Sports Journalism	3
Student must pick two elective courses:		
COM 208	Esports Communication and Media Studies	3
COM 301	Esports Governance and Policy	3
COM 331	Sports Broadcasting and Analysis	3
COM 344	Sports Media Production	3
COM 360	Crisis and Risk Communication	3
COM 363	Conflict Management and Negotiation	3
COM 391	Communication Internship	3
COM 404	Esports Event Planning and Organization	3
COM 405	Advanced Sports Broadcasting: Road to "Radio Row"	3
COM 406	Voices of the Game: Expert Perspectives on Sports Communication, Promotion and Industry	3
COM 444	Sports Journalism	3
ECO 340	Sports Economics	3
LGLS 380	Sport and the Law	3
MKT 313	Sports Marketing	3
PSY 481	Exercise and Sport Psychology	3
SOC 360	Sociology of Sport	3

** Courses amongst content sections may **not** double count. **

A minimum of 36 credit hours is required for the major.

A minimum of 120 credit hours is required for graduation.