Athletics Communication Major

Muskingum is one of only a select number of schools from around the country to offer the Athletics Communication major. This unique major is comprised of a combination of communication classes, sport and performance classes, technology classes, and journalism classes. The Athletics Communication major provides hands-on learning in a NCAA Division III collegiate athletics environment. Muskingum graduates will be positioned as highly-qualified candidates for jobs in college athletics, professional sport organizations, amateur sport organizations, and numerous other jobs in the sports industry market.

Athletics Communication (36 hours)

• COMM 150 – Introduction to Convergent Media (3)
• COMM 240 – Broadcast Writing and Reporting (3)
• COMM 300 – Visual Communication (3)
or SOCI 380 – Visual Sociology (3)
• COMM 308 – Single Camera Video Production and Editing (3)
• JOURN 207 – Print Writing and Reporting (3)
or JOURN 219 – Photojournalism (3)
• PE 355 – Sports Ethics (3)
• SPST 221 – Athletic Communications (3)
• SPST 240 – Sports Writing (3)
• SPST 321 – Athletic Communications Technology (3)
• SPST 341 – Sports Planning & Promotion (3)
• SPST 401 – Practicum: Athletic Communications (1) – [taken three times]
• SPST 495 – Seminar in Sport and Performance Studies (3)

Sport Administration Major

The Sport Administration major provides the management and leadership skills necessary to develop and operate sports organizations and athletic programs. Students study sport management, sport marketing, sport finance, and legal issues in sport. Numerous opportunities in the Muskingum athletics department and the Ohio Athletic Conference are available to provide students hands-on learning in managing and marketing NCAA events. Graduates of the program will be exceptionally attractive to employers in the sports industry market.

Sport Administration (35 hours)

• BUSI 221 – Organizational Management (3)
• BUSI 241 – Marketing (3)
• COMM 355 – Organizational Communication (3)
• PE 470 – Admin., Organization and Supervision of Health, PE & Sports Programs (3)
• POLS 321 – Public Administration (3)
• POLS 325 – Public Personnel Administration (3)
• SPST 221 – Athletic Communications (3)
• SPST 341 – Sports Planning & Promotion (3)
• SPST 344 – Legal Issues in Sport (3)
• SPST 401 – Practicum: Sport Administration (1) – [taken two times]
• SPST 441 – Sports Management & Marketing (3)
• SPST 495 – Seminar in Sport and Performance Studies (3)

Sports Coaching and Nutrition Minor

The Sports Coaching minor allows students to obtain the knowledge and skills needed to coach at the youth, interscholastic, and intercollegiate levels of sport. The aim is to help potential coaches to develop effective organizational, motivational and teaching strategies to guide successful programs. The Nutrition minor provides a deeper understanding of the role of nutrition in promoting healthy lifestyles. Students gain a scientific nutrition foundation and apply nutrition principles to health, wellness, obesity and weight management programs, disease prevention, and sports performance.

Sports Coaching (20 hours)

• HLSC 333 – Motor Learning & Performance (3)
• HLSC 336 – Principles of Strength and Conditioning (3)
• PE 204 – Foundations of Athletic Skills-Team (3)
• PE 215 – Sports Medicine (3)
• PE 418 – Coaching Team Sports (3)
• SPST 344 – Legal Issues in Sport (3)
• SPST 401 – Practicum: Sports Coaching (1) – [taken two times]

Nutrition (19 hours)

• CHEM 108 – General, Organic, and Biological Chemistry (4)
• HLSC 131 – Human Structure and Function (3)
• HLSC 231 – Nutrition Across the Lifespan (3)
• HLSC 332 – Sport Nutrition and Supplementation (3)
• HLSC 337 – Exercise Testing and Prescription (3)
• HLTH 200 – Nutrition and Physical Fitness (3)

For more information contact:

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