

Sport Media Bachelor of Arts

The BA program in Sport Media is designed to create a new kind of sport industry professional, one who has been exposed to areas outside his or her prime area of knowledge and experience, creating a team player who can speak the language of team members operating outside of his or her specialty. As the sport industry expands and invests in content creation across platforms and cutting-edge technologies, opportunities will arise for the entrepreneurial student to build new companies within the sport industry. All graduates of this program will secure advanced writing and speaking skills, the ability to work in teams, to maintain and grow interpersonal relationships and to be on the cutting edge of broadcast technology.

Through a combination of functional and academic courses, students will meet many of the learning outcomes required by the sport industry. These will facilitate the ability of students to obtain entry level production and administrative positions. Graduates will also be well placed to implement their own entrepreneurial business plans.

Approved by Ryerson University Senate 05-Mar-2013

Approved to Commence COU Quality Council 24-Apr-2013