



SPORT & EVENT MEDIA

A Washburn degree in Sport & Event Media will help you find your place in the field of sports media and event management. This innovative degree is the only program in the region that offers front-facing strategic media experience as well as instruction in behind-the-scenes operations of sport and event management.

You'll learn from experienced mass media and kinesiology faculty to gain career skills and options that reach beyond media strategy and production to include sports marketing, event coordination and fan engagement roles.

DID YOU KNOW?

Washburn University offers the only Sport & Event Media bachelor's degree in our region.



SKILLS YOU NEED FOR THE CAREER YOU WANT.

Step into one of the fastest-growing sectors of the media landscape. Career paths include digital and social media production, sports information and media relations, sports brand management, sports marketing, public relations, sports advertising and sales, live event production and management, sports broadcasting, podcasting and more.

Earn Your Degree

Bachelor of Arts (B.A.) in
Sport & Event Media

Visit: Washburn.edu/massmedia
Email: massmedia@washburn.edu
Call: 785.670.1836



SCAN QR CODE FOR MORE INFO

Core curriculum

Mass Media Courses

- MM 155 Sports & The Media
- MM 199 Professional Media Applications
- MM 204 Sports Media Writing
- MM 316 Sports Video Production
- MM 408 Sports Branding & Promotion
- MM 494 Internship
- MM 499 Senior Development & Portfolio

Kinesiology Courses

- KN 298 Foundations of Sport and Recreation
- KN 306 Organization and Governance in Sport Recreation
- KN 370 Facility and Event Management
- KN 380 Legal Issues in Sport and Recreation
- KN 470 Ethics in Sport and Recreation

One Upper-Division Elective (3 hours)

- KN 3XX
- KN 4XX
- MM 3XX
- MM 4XX

34-35 hours of General Education

Total: 120 credit hours

A personalized experience to prepare for your career

Earn your degree while also gaining the valuable experience you want through a sports media internship that focuses on your specific interests. On-campus internships include opportunities in marketing, social media management, sports photography, sports video production, and sports journalism for multiple campus organizations including Washburn Athletics, Student Media and Washburn Strategic Communications and Marketing, among others. Caring faculty will help you strategically design your degree, and small class sizes will help you build strong connections that last a lifetime.

Your pathway to a successful career

- Put your knowledge into action in an internship through Washburn's strong partnerships with community organizations.
- Understand technology's impact on media and society and use existing technologies and media to address real-world issues pertaining to sport, recreation and community event promotion.
- Gain highly marketable skills that are demanded in today's sports media landscape.
- Apply for both mass media and kinesiology department scholarships.

Freshman Scholarships		Transfer Scholarships	
HS GPA	Award*	GPA	Award*
4.0+	\$20,000	3.76-4.0+	\$12,000
3.90-3.99	\$16,000	3.51-3.75	\$9,000
3.65-3.89	\$12,000	3.26-3.50	\$6,000
3.40-3.64	\$8,000	3.0-3.25	\$3,000
3.0-3.39	\$4,000		

*Renewable merit scholarship. Amount over four years for high school students and three years for transfers. No ACT score required. For more information, visit Washburn.edu/scholarship.



100%

of students complete an internship and graduate with a digital portfolio



85%

of our grads begin career in media industry

7%

Job growth rate for marketing managers through 2034

\$46,590

Median U.S. starting wage with a Sport & Event Media degree (bls.gov)

5%

Job growth rate for public relations specialists through 2034