

# SPORTS COMMUNICATION AND MEDIA

## Customize Your Degree

### Popular Double Majors

Advertising; Communication Studies; Public Relations; Journalism; Radio, TV and Film; Human Services; Math; Accounting; Marketing

### Popular CUGS (Certificates of Undergraduate Study)

Advertising and Graphic Design; Esports; Real Estate Entrepreneurship; Sport Management; Sport Media; Teaching English As A Second Language

## WHY CHOOSE SPORTS CaM?

Rowan's Sports Communication & Media (Sports CaM) program turns students' passion for sports into a lifelong career. Launched in 2018, Sports CaM is now one of the largest such B.A. programs in the U.S. Our faculty of leading scholars and practitioners from across sports coverage, promotion, broadcasting, production, and marketing provide an unparalleled educational experience with the flexibility to double major. Students gain career-ready skills through rigorous academics, hands-on technical training, and a prestigious internship program focused on professional networking and applied experience.

Beyond the classroom, the Center for Sports Communication & Social Impact enhances student development through mentoring, networking, and events like the weekly "Pizza with the Pros" series, where industry leaders meet students to share insights on how to succeed in the field. Sports CaM's partnerships with professional teams and organizations further prepare students for their chosen careers before graduation. On campus, students lead media coverage and promotion for Rowan's varsity and club teams. By combining academic excellence, professional training, and real-world experience, Rowan's Sports CaM program empowers students to transform their passion for sports into successful, meaningful careers.

Learn more



## THE BOTTOM LINE

Sports are a multitrillion dollar industry deeply embedded in our culture, language, history, and society. From the introductory classroom to the Super Bowl, Sports CaM majors experience that industry and share their passion for sports with the world. At Rowan, we provide substantial professional development and mentoring opportunities, giving students foundational and transferable skills and preparing them for the future.

# SPORTS CaM QUICK FACTS



**Caitlin Sandusky '25**

*"The one thing I did as a student that made the biggest difference in landing my job today was getting involved right away. Coming in as a transfer with limited time, I knew I had to make the most of every opportunity. I applied*

*to everything I could, and said yes to everything. That approach eventually led me to internships with pro sports teams and with the NFL in Los Angeles. Staying consistent and working my way up is what ultimately helped me land the job I have at NFL Films today."*



## Potential Career Paths

- Sports Agent
- General Manager
- Sports Anchor
- Multimedia Reporter
- Social Media Director
- Brand Manager
- Sports Broadcaster (Play-by-Play)
- Talk Show Host
- Producer
- Director, PR/Communications
- Editorial Director
- Event Operations Coordinator
- Director of Broadcasting and Production
- Coach/Scout
- Student Information Director
- Sports Statistics and Analytics Manager
- Sports Photographer/Videographer
- Podcaster
- Shoutcaster
- Coordinator, Content Creation/Emerging Platforms



## Student Clubs

- The Whit, student-run newspaper
- Rowan Radio 89.7 WGLS-FM
- Rowan Television Network (RTN-5)



## Signature Events

- Pizza with the Pros
- Speaker Series (Charles Barkley, Stephen A. Smith, Brian Dawkins)
- National Girls & Women in Sports Day



Number of Majors  
**450**



## Employer Snapshot

- Philadelphia Phillies
- New York Yankees
- NFL Films
- The Washington Commanders
- MLB Network
- Savannah Bananas
- National Hockey League
- Philadelphia 76ers
- Sports Radio 94WIP
- Princeton University
- NBC Sports
- University of Pennsylvania

