

# SPORTS AND DIGITAL BROADCASTING

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## Overview

**Degrees Offered:** BAS

**Program Begins:** Fall, Spring, Summer

**Delivery Method:** Online, On Campus

**Phone:** 701-224-5486

**Email:** bsc.has@bismarckstate.edu

## Description

The degree focuses on mass communication and sports broadcasting. Students learn to produce professional-quality sports content for television, radio, and online platforms, preparing for careers such as sports anchors, commentators, producers, or multimedia content creators in the sports media world. The program will focus on sports broadcasting and journalism, live event production, digital content creation, on-camera presentation and commentary, and technical skills in editing, camera operation, and streaming technologies.

## Preparation

A student may be admitted as a transfer applicant or as a direct enrolled applicant. Refer to the Program Admission tab for additional admission requirements.

Students enrolling in the Sports and Digital Broadcasting BAS program as a transfer applicant may have earned any associate in applied science, associate in arts, or associate in science from an accredited institution recognized by Bismarck State College. Previous college coursework, along with industry experience and/or military training, may be considered to determine eligibility.

## Requirements

Students who complete the curriculum requirements can earn a Bachelor of Applied Science in Sports and Digital Broadcasting.

## Career Opportunities

Students in this program will develop skills needed for careers in sports broadcasting, sports journalism, live event production, and multimedia content creation in the sports media world.

## College Admission

Review BSC's How to Apply page and complete the college admission requirements.

## Program Admission

The Bachelor of Applied Science in Sports and Digital Broadcasting is designed for qualified students to be directly admitted.

In addition to being admitted to BSC, students must meet program requirements based on their status:

### First-Year Applicant

A student who has no prior postsecondary experience or who has earned less than 24 semester credits or 36 quarter credits. Students who earned college credits while still in high school are considered first-year applicants.

Students must apply and be accepted at BSC as degree seeking, in addition to the following requirements:

1. Minimum high school cumulative grade point average – 2.00+
2. Completion of high school core course requirements:
  - a. English: four units
  - b. Mathematics: Algebra I or above – three units
  - c. Laboratory Science: three units
  - d. Social Science: three units

### Notes:

- Successful completion of a GED exam meets the qualifications for both #1 and #2 above.
- Applicants 25 years of age or older on the first day of class are exempt from the high school core requirements.
- Students who don't meet requirements #1 and #2 will begin their college career in Mass Communication AAS.

- After the completion of one semester of BSC enrollment with a 2.00 cumulative GPA, a student may request a program change into the Sports and Digital Broadcasting Bachelor of Applied Science program.

### **Transfer Applicant**

A student who has earned 24 semester credits or 36 quarter credits from an accredited post-secondary institution.

Students must apply and be accepted at BSC as degree seeking, in addition to the following requirements:

1. Cumulative grade point average – 2.00+ on all accredited post-secondary institutions attended.
2. Student must not be on dismissed or suspension status at their most recently attended institution.

#### **Notes:**

- Students who don't meet requirements #1 and #2 will begin their college career in Mass Communication AAS.
- After the completion of one semester of BSC enrollment with a 2.00 cumulative GPA, a student may request a program change into the Sports and Digital Broadcasting Bachelor of Applied Science program.

### **Returning Applicant**

Returning to BSC following a break in enrollment or graduation.

Students must apply and be accepted at BSC as degree seeking, in addition to the following requirements:

1. Cumulative grade point average – 2.00+ on credits from all prior accredited post-secondary institutions attended, including BSC.
2. Student must not be on dismissed or suspension status.

#### **Notes:**

- Students who don't meet requirements #1 and #2 will begin their college career in Mass Communication AAS.
- After the completion of one semester of BSC enrollment with a 2.00 cumulative GPA, a student may request a program change into the Sports and Digital Broadcasting Bachelor of Applied Science program.

## **Degree Plans**

- Sports and Digital Broadcasting Bachelor of Applied Science

## **Program Learning Outcomes**

Upon graduation, Sports and Digital Broadcasting students will be able to:

- Operate professional broadcasting equipment and software to produce high-quality live and recorded content for sports media platforms.
- Demonstrate strong verbal, visual, and written communication skills, adapting messages for various platforms such as podcasts, live streams, blogs, and social media.
- Critically evaluate sports events and stories to develop accurate, ethical, and engaging content aligned with journalistic principles and legal standards.
- Interpret viewer data and audience metrics to tailor content strategies for increased engagement across digital and broadcast platforms.