

SPORTS COMMUNICATION CERTIFICATE

The Sports Communication Certificate is a branded area of specialization designed to give communication majors and other students enhanced credentials for careers involving sports-related journalism, public relations and media production. The certificate provides a competitive edge through a credential evidencing both academic knowledge and applied experience. This knowledge and experience are transferrable from sports to virtually any communication field and are applicable to the multiple platforms of converged communication simultaneously required of media producers in the 21st century: expertise in disseminating content through print media, internet, social media, audio production and video production.

Choose one from the following:

SOC 324/ HPR 319 SOCIOLOGY OF SPORT

BUS 368 SPORTS MANAGEMENT AND MARKETING

Total Required Credits: 15

| Code | Title | Credit Hours |
|------|-------|--------------|
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Required: Two Professional Courses in Sports Communication (6 credits)

Choose two from the following:

SPC 426 DOCUMENTARY FILM ANALYSIS

COM 390 SPECIAL TOPICS: JOURNALISTIC WRITING

COM 392 PUBLIC RELATIONS IN SPORTS

| Code | Title | Credit Hours |
|------|-------|--------------|
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Required: One Individualized Course (3 credits)

Choose one from the following:

COM 488 INTERNSHIP (Sports Focused)

COM 495 SPECIAL PROJECT (Sports Focused)

| Code | Title | Credit Hours |
|------|-------|--------------|
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Required: One Major Course with Option for Sports-Related Content (3 credits)

Contact instructor to ensure that sports-related content is available

Choose one from the following:

COM 336 WEB AND SOCIAL MEDIA PRODUCTION

COM 312 BASIC MEDIA PRODUCTION

| Code | Title | Credit Hours |
|------|-------|--------------|
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Required: One Sports-Themed Course Outside Communication (3 credits)