

SPORTS COMMUNICATION, UNDERGRADUATE CERTIFICATE

Program Code: UGCT-AS
 Cert Code: SCO

Communication Department

Buckham Hall B120
 (716) 878-3606
communication.buffalostate.edu/ (<http://communication.buffalostate.edu/>)

The Sports Communication Certificate is a set of courses designed to give students enhanced credentials for careers involving sports-related journalism, public relations, and media production. The certificate provides a competitive edge through coursework demonstrating 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 such as print and broadcast media, internet, social media, audio production, and video production.

Program Requirements

Code	Title	Credit Hours
Required: Two Professional Courses in Sports Communication (6 credits)		6
<i>Choose two from the following:</i>		
COM 390	SPECIAL TOPICS: JOURNALISTIC WRITING	
COM 392	PUBLIC RELATIONS IN SPORTS	
SPC 426	DOCUMENTARY FILM ANALYSIS	
Required: One Individualized Course (3 credits)		3
<i>Choose one from the following:</i>		
COM 488	INTERNSHIP	
COM 495	SPECIAL PROJECT	
Required: One Major Course with Option for Sports-Related Content (3 credits)		3
Contact instructor to ensure that sports-related content is available		
<i>Choose one from the following:</i>		
COM 301	PRINCIPLES OF PUBLIC RELATIONS AND ADVERTISING	
COM 308	PUBLIC RELATIONS WRITING	
COM 312	BASIC MEDIA PRODUCTION	
COM 325	FEATURE WRITING	

COM 336	WEB AND SOCIAL MEDIA PRODUCTION	
COM 405	ONLINE NEWSROOM	
COM 433	ADVANCED TV DOCUMENTARY PRODUCTION	
COM 434	ADVANCED VIDEO PRODUCTION PRACTICUM	
Required: One Sports-Themed Course Outside Communication (3 credits)		3
<i>Choose one from the following:</i>		
SOC 324/ HPR 319	SOCIOLOGY OF SPORT	
BUS 368	SPORTS MANAGEMENT AND MARKETING	
Total Credit Hours		15