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## SPORTS COMMUNICATION, CERTIFICATE

## LEARNING OUTCOMES

## **LEARNING OUTCOMES**

- Inform and persuade audiences with compelling sports-related messages, across a variety of contemporary media.
- Think strategically, creatively and critically to solve problems and meet the demands and challenges of informing the public about sports while understanding the norms of amateur and professional sports organizations.
- 3. Understand the responsible and ethical use of mass media to convey information to sports-interested audiences.
- 4. Appreciate and articulate the role of sports in culture and society and the media's relationship with that role.