

SPORTS COMMUNICATION, CERTIFICATE

LEARNING OUTCOMES

1. Students will be able to convey information and express ideas pertaining to sports effectively in contemporary media.
2. Students will understand the responsible and ethical use of mass media to disseminate information to sports-interested audiences.
3. Students will be able to articulate the role of sports in culture and society and the media's relationship to that role.
4. Students will be able to think strategically, creatively and critically to meet the demands and challenges of informing the public about sports while understanding the norms of amateur and professional sports organizations.