

SPORTS COMMUNICATION, CERTIFICATE

Sports sit at the heart of UW–Madison culture, and communication plays a central role in the business of sports. The Sports Communication Certificate prepares students with real-world skills, hands-on training, and knowledge for success in the growing and fast-paced professions of sports journalism and sports marketing communication.

This 12-credit certificate is open to all UW–Madison students interested in gaining a deeper understanding of the role that communications plays in the world of sports. Many of the courses required for this certificate are offered 100% online and are offered over the summer, making it ideal for students who need flexibility in their schedules.

The Sports Communication Certificate prepares students to:

- 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.
- Understand the responsible and ethical use of mass media to convey information to sports-interested audiences.
- Appreciate and articulate the role of sports in culture and society and the media's relationship with that role.