

SPORTS COMMUNICATION, CERTIFICATE

The Certificate in Sports Communication is a 12-credit program that provides students with practical skills training and knowledge for success in the growing professions of sports journalism/broadcasting and sports strategic communication (sports marketing communication, and media/public relations). The program also includes coursework on sports, media and society. This program serves both Journalism majors (as an elective sequence) and non-Journalism majors (providing an opportunity for them to take professional skills courses in journalism and strategic communication). Many of these courses can be taken online and over the summer to maximize flexibility for student schedules.

The certificate includes a required Introduction to Sports Communication, a choice of professional skills courses on either Sports Marketing Communications or Advanced Sports Communication and a Social Impacts course. Students will take a final elective course, which can be a professional enrichment course such as an internship, careers colloquium or directed study.