

Sports Communication, Minor

Chairperson: Nathan Gilkerson, Ph.D.

The sports communication minor prepares students to understand the dynamics and challenges within the sports industry, and apply knowledge of communication-focused theories, concepts and methods to potential career paths within sports and sports media organizations. The program approaches the role of sports communication from a variety of viewpoints and perspectives and provides students with hands-on, applicable skill-building opportunities relevant to their own interests and career aspirations. Beyond simply gaining skills, and opportunities for real-world professional experiences, the program also aims to challenge students through a critical and holistic analysis of sports communication, as an influential factor within culture and society, and potential agent of social justice and positive change. Many students express an interest in professional careers within sports; a goal of this minor is to help prepare students with both a realistic understanding of potential opportunities, and a competitive edge in pursuing them.

Sports Communication

A total of 18 credits of course work are required.

Code	Title	Hours
Required course:		3
COMM 2700	Sports, Media and Culture	
Choose two courses from the following:		6
DGMD 3300	Sports Production	
COMM 3500	Sports Writing	
ADPR 4000	Sports Promotion	
Electives - choose three courses from the following:		9
ADPR 3200	Strategic Communication Design	
ADPR 4000	Sports Promotion	
ADPR 4850	Digital Content Strategy	
COMM 3500	Sports Writing	
DGMD 3300	Sports Production	
ECON 4005	Sports Economics	
MANA 3020	Introduction to Sport	
MANA 4100	Ethics in Sport Leadership	
MARK 4005	Sports and Entertainment Marketing	
PURE 3850	Crisis Communication and Reputation Management	
SOCI 2480	Sport and Society	

Total Credit Hours:

18

University Policies

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College of Communication Policies

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