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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>COMM 2700</td>
<td>Sports, Media and Culture</td>
<td>3</td>
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<tr>
<td>DGMD 3300</td>
<td>Sports Production</td>
<td></td>
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<tr>
<td>COMM 3500</td>
<td>Sports Writing</td>
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<tr>
<td>ADPR 4000</td>
<td>Sports Promotion</td>
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<tr>
<td>ADPR 3200</td>
<td>Strategic Communication Design</td>
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<tr>
<td>ADPR 4850</td>
<td>Digital Content Strategy</td>
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<td>COMM 3500</td>
<td>Sports Writing</td>
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<td>DGMD 3300</td>
<td>Sports Production</td>
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<tr>
<td>ECON 4005</td>
<td>Sports Economics</td>
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<tr>
<td>MANA 3020</td>
<td>Introduction to Sport</td>
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<td>MANA 4100</td>
<td>Ethics in Sport Leadership</td>
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<td>MARK 4005</td>
<td>Sports and Entertainment Marketing</td>
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<td>PURE 3850</td>
<td>Crisis Communication and Reputation Management</td>
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<tr>
<td>SOCI 2480</td>
<td>Sport and Society</td>
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</tbody>
</table>

Total Credit Hours: 18

University Policies

- Academic Advising (https://bulletin.marquette.edu/policies/academic-advising/)
- Academic Censure - Undergraduate (https://bulletin.marquette.edu/policies/academic-censure/undergraduate/)
- Academic Integrity (https://bulletin.marquette.edu/policies/academic-integrity/)
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- Classification - Undergraduate (https://bulletin.marquette.edu/policies/classification-undergraduate/)
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Sports Communication, Minor

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- Academic Dishonesty (https://bulletin.marquette.edu/communication/policies/academic-dishonesty/)
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- Grade Minimums (https://bulletin.marquette.edu/communication/policies/grade-minimums/)
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