

Sports Communication (SPCM)

SPCM 2700 Sports, Media and Culture (3 credits)

Overview of how sports and media reflect and drive social and cultural change. Students critically analyze the intersection of sports and politics; sports and economics; sports and religion; sports, civic pride and national identity; and sports and LGBT, race and gender issues. Students focus on ethical and social responsibility roles of various entities in sports media.

Prerequisite: Soph. stndg.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPCM%202700>)

SPCM 3300 Sports Production (3 credits)

Designed specifically for the ever-changing live sports media world. Students explore the various aspects of sports television. Students explore various production roles, including motion media graphics and game-related social media content.

Prerequisite: DGMD 2205; SPCM major or minor or INSM minor; or cons. of instr.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPCM%203300>)

SPCM 3500 Sports Writing (3 credits)

Develop specialized writing skills essential to several sports communication roles, focusing on managing team information, creating media materials, and crafting written materials that support strategic communication goals. Students learn to write media pitches, press releases, promotional content and preparatory materials for media training to shape and maintain the public image of teams, athletes and programs.

Prerequisite: SPCM major or minor.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPCM%203500>)

SPCM 3700 Ethics of Sport (3 credits)

Examines ethics in sports from the perspective of the individual, athletic administrator and sport industry as a whole. Issues addressed include fan behavior; labor management relations; player safety; competition and fair play; cheating; gender equity in sport; social issues in sport; sport as a tool for peacemaking; ethical obligations to the community and other trending topics. Students critically examine and reflect upon ethical dilemmas from varied perspectives. Students also learn to balance the tension between ethical standards and situational contexts in ethical decision making.

Prerequisite: SPCM 2700; Jr. stndg.; SPCM major or minor.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPCM%203700>)

SPCM 3986 Internship in Sports Communication (0-3 credits)

Work experience in sports communication settings, supervised by an approved professional coupled with related academic work assigned. Approval of departmental internship director is required in advance of the internship. May be taken more than once to a maximum of three credits total. 0 credit is S/U grade assessment; 1-3 credits is S/U grade assessment.

Prerequisite: Consent required. Consent required.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPCM%203986>)

SPCM 4000 Sports Promotion (3 credits)

Examines how sport organizations attract fan attention and, ultimately, generate revenue by applying strategies and tactics related to public relations, advertising, marketing and sponsorship. Topics include sport promotion techniques, media relations, new technology, special event planning, ethics of the field, professionalism and career opportunities. Students learn about the practitioner's responsibilities to society, client/organization, fans, media and other practitioners.

Prerequisite: ADVE 1400 or PURE 1800 or SPCM 2700. Restricted to declared ADVE, PURE or SPCM majors or minors, or INSM minor.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPCM%204000>)

SPCM 4500 NIL and Athlete Branding (3 credits)

Explores the evolving landscape of Name, Image, and Likeness (NIL) rights within the sports industry and how agencies manage campaigns to increase an athlete's value and influence in the NIL marketplace. Topics regarding the legal, ethical, and business implications of NIL policies and their impact on collegiate and professional athletes, institutions, and brands will be discussed. Students will learn to strategize and execute NIL campaigns including brand identity, social media, public relations and community engagement.

Prerequisite: SPCM 2700; Jr. Stndg.; SPCM major or minor.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPCM%204500>)

SPCM 4700 Sports Leadership (3 credits)

Examines the diverse leadership opportunities within the sports industry. Various leadership and management skills are discussed with a focus on practical applications in the work environment. Students engage in critical thought about controversial issues in sport and gain a better understanding of effective leadership in sport.

Prerequisite: SPCM 2700; Jr. stndg.; SPCM major or minor.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=SPCM%204700>)