

STRATEGIC SPORT COMMUNICATIONS, CERTIFICATE (1744)

Program Coordinator

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Sport in the United States involves hundreds of billions of dollars in annual spending and touches every aspect of media distribution - print, broadcast, and internet. The emerging field of sport communications management demands practical skills and professional instruction beyond the baccalaureate level.

The skills-based, 12-hour (4 courses), 100% online graduate certificate brings students inside the commercial world of sport communications while challenging them to confront the extraordinary changes occurring in sport public relations, media management, multimedia content distribution, brand promotion, and sport sponsorships. The Graduate Certificate in Strategic Sport Communications is designed for those interested in, or already working in communications careers in the exciting and multi-faceted sports industry.

The courses included in the Strategic Sport Communications Certificate are also part of the Recreation and Sport Administration master's degree with a concentration in Sport Media & Branding. Students wishing to continue work towards the master's degree will need to be accepted into the program and complete seven additional courses (21 hours) in Recreation and Sport Administration.

A sample of job titles related to this certificate include:

- Sport Public Relations Manager
- Sport Communications Director
- Sports Administrator
- Development Director
- Sales Director
- Sports Marketing Account Executive
- Director of Ticketing and Finance
- VP of Business Development
- School Athletics Director
- Sports Events Coordinator
- Sports Agent
- Sporting Goods Sales Representative
- Sports Information Director
- Athletic Director
- Facilities Manager
- Compliance Director
- Athletic Business Manager
- Fitness Manager
- Digital Content Management
- Social Media Coordinator

Program Admission

A Statement of Professional Intent is required. The statement should provide a sample of the applicant's writing style and ability. It should be 1-2 single-spaced pages in length and is expected to be well organized,

clearly written, and error free. The statement should include responses to the three questions listed below:

- Why do you want to pursue this graduate certificate?
- What related qualifications and/or experiences do you bring to the certificate program?
- What are your career goals after completing the certificate program?

Graduate School Admission

Please refer to the admission section (<http://catalog.wku.edu/graduate/admission/>) of this catalog for Graduate School admission requirements.

Program Requirements (12 hours)

Code	Title	Hours
Required Courses		
PR 521	Public Relations in Recreation and Sport	3
Select 3 of the following:		9
AD 536	Sport Branding: A New Game	
AD 537	Sport Sponsorships: New Revenue Strategies	
PR 543	Strategic Public Relations Writing for Sport	
PR 547	Issues in Sport Media Relations	
Total Hours		12