

# SPORT MEDIA AND COMMUNICATION, CERTIFICATE (1790)

## Program Coordinator

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Sport Media and Communication is an interdisciplinary certificate, jointly managed by the School of Media and Communication (PCAL) and Sport Management (CHHS). It was created to advance students' skills in:

- Managing communication for sports events
- Producing sport communication content for media following industry best practices
- Analyzing sport media and communication from a variety of perspectives

## Program Requirements (19 Hours)

Code	Title	Hours
<b>Required Courses</b>		
COMM 315 or SPM 315	Sport Communication Sport Communication	3
SPM 305 or SPM 320	Sport Event Management Esports Management	3
BCOM 325	Survey of Electronic Media Writing	3
BCOM 345	Sports Reporting and Production	3
PR 347	Sport Media Relations	3
BCOM 467 or SMC 467 or SPM 467	Broadcast Workshop Sport Media & Communication Portfolio Sport Media & Communication Portfolio	1
<b>Electives (Select 1)</b>		<b>3</b>
AD 230	Digital Tools	
AD 250	Personal Branding	
BCOM 261	Basic Radio/Podcast Production	
BCOM 264	Digital Video Production and Distribution	
BCOM 326	Radio and Television News Performance	
BCOM 361	Advanced Radio Performance	
BCOM 367	Field Production	
BCOM 368	News Videography and Editing	
HIST 391	History of Sport	
JOUR 202	Introduction to News Writing	
MKT 325	Personal Selling	
MKT 326	Sports Marketing	
MKT 331	Social Media Marketing	
MKT 426	Esports Marketing and Branding	
SOCL 324	Sociology of Sport	
SPM 200	Introduction to Sport Management	
SPM 300	Governance and Public Policy in Sport	
SPM 305	Sport Event Management	

SPM 310	Sport Ethics and Moral Issues
SPM 320	Esports Management
SPM 325	Culture of Sport Through Film
SPM 335	Global Perspectives in Sport
SPM 350	Intercollegiate Athletics Administration
VJP 131	Fundamentals of Photography
VJP 261	Mobile Media Storytelling
<b>Total Hours</b>	<b>19</b>