

MCOM 263 : Sports Communication

Sports Communications offers instruction, analysis, and training in the principles and practice of public relations in sports organizations. Instructional emphasis is on media relations and skills essential for sports communication professionals, including handling media interactions, problems, crises, and the integration of positive communications strategies with strategic goals of sports organizations. The course will apply the cultural, organizational, and critical theoretical approaches to various contexts of sport, including sports journalism, sports organizations, sports films, and other media, to explore contemporary issues of sport communication.

Semester Hours 3.0