PRAD 244 or PRAD 255 is a prerequisite for this class. (*Course will be first offered in AUTUMN 2019)

This class replicates the new business process for a public relations or sports marketing agency. Our partner firms provide two "real world" assignments from clients for a sports sponsorship or related sports business activity. Teams "compete" to win the business, which results in presentations to the agencies during the final. Students prepare a comprehensive new business pitch, including situation analysis, primary research, key insights, a big idea with tactical executions and evaluation. (*Course will be first offered in AUTUMN 2019)

PRAD 255 is a prerequisite for this class.
SPRTCMN 389 | SPORTS PODCASTING | 4 quarter hours (Undergraduate)
Podcast listening and revenue have reached all-time highs. Sports podcasts, in particular, allow hosts and guests greater freedom to delve deeper into respective sports, games, and subjects than live radio and television. Podcasts are personal, portable, and flexible. Students may work individually or in groups in this course. Students will also produce a final podcast project that can be customized to the learning and career goals of individual students. Students do NOT need any previous radio or podcasting experience to succeed in this course. Some experience with Garageband or similar programs will definitely benefit students in this course. (*Course will be first offered in WINTER 2019)

SPRTCMN 396 | SPORTS COMMUNICATION CAPSTONE | 4 quarter hours (Undergraduate)
This culminating experience for Sports Communication majors integrates the knowledge and skills learned during their undergraduate years with a forward-thinking professional sports-focused curriculum designed to prepare students for the competitive 21st century workplace. The course will cover such essential career-building topics as social media management, creating and leveraging a professional network; understanding effective teamwork strategies; ethical considerations in sports communication; and creating a plan and fine-tuning the skills needed to begin a career in the sports industry. Only SPRTCMN majors who have 144 hours or above are eligible to register for capstone. SPRTCMN majors may not earn credit for either CMN396 or PRAD396. (*Course will be first offered in SUMMER 2019)

Senior status and a major in Sports Communication are prerequisites for this class.

SPRTCMN 397 | FOX SPORTS UNIVERSITY | 4 quarter hours (Undergraduate)
Each year, we receive a specific real world assignment from Fox Sports involving one of their broadcast shows or major sports sponsorships. 20 students work in four groups of five over the quarter and compete to be selected by Fox Sports representatives as the winning marketing campaign. Students develop marketing, PR and sometimes advertising recommendations for the specific assignment. Students fully research the assignment, develop key insights, big ideas, complete tactical executions and evaluation. (*Course will be first offered in SPRING 2019)