PRAD 244 or PRAD 255 is a prerequisite for this class.

(*Course will be first offered in AUTUMN 2019)

Research, key insights, a big idea with tactical executions and evaluation. Teams "compete" to win the business, which results in assignments from clients for a sports sponsorship or related sports or sports marketing agency. Our partner firms provide two "real world" opportunities for you. The emphasis is on reading for pleasure and lifelong learning. If you have always wanted to join a book club, but didn't know where to get started, this course is for you. The emphasis is on reading for pleasure and lifelong learning. A variety of sports will be covered, such as tennis, football, baseball, ice skating, hockey and soccer. Discussions are a central part of the course.

Course topic varies by term and focuses on a specific issue related to the study and practice of sports communication. See schedule for description of current topic offered.

(*Course will be first offered in WINTER 2019)

Sports Media Relations is designed for sports communications, public relations and business students who require an understanding of how both sports-focused and general interest media outlets operate as they cover sports topics. The course will demonstrate how sports communication professionals and general communications professionals who work on sports projects can: 1) connect and build relationships with media outlets, reporters, editors, producers, bloggers and other media influencers; 2) operate as a conduit or facilitator between their clients, leagues, school athletic department and/or organization and media that cover them; and 3) use of digital and social media to reach both journalists and fans/customers. The course will examine sports media across the spectrum of journalistic standards and credibility levels. Taught by an instructor with both PR counseling and major media sports reporting experience, the course will provide insight into strategies and tactics that resonate with media, as well as how sports journalists work and think. The course taps the expertise of other sports media relations professionals - including from Chicago's professional and collegiate teams. Additional textbooks are required: 1) how both sports-focused and general interest media outlets operate, 2) use of digital and social media to reach both journalists and fans/customers. The course will examine sports media across the spectrum of journalistic standards and credibility levels. Taught by an instructor with both PR counseling and major media sports reporting experience, the course will provide insight into strategies and tactics that resonate with media, as well as how sports journalists work and think. The course taps the expertise of other sports media relations professionals - including from Chicago's professional and collegiate teams - and other sports journalists to explore how sports media relations is evolving in the changing landscape of traditional, digital and social media. (*Course will be first offered in WINTER 2019)

Entrepreneurship is at the core of many aspects of digital sports media entities as new business and opportunities merge insight from sports communication and business training. This course provides students with a grounding in the process of planning, funding, launching, growing and managing a successful new sports media-related business; working in sports communication for an entrepreneurial venture; or freelancing/consulting. Through assignments, class discussions, site visits to entrepreneurial businesses and interaction with guest speakers, students will learn the risk, control and reward that comes with self-employment and working with startups in sports communication. (*Course will be first offered in SPRING 2019)

Sports media content is increasingly produced using journalism skills by in-house talent working for teams, leagues and other entities outside of traditional news organization. In this course, taught by top professionals working at outlets such as ESPN and The Big Ten Network, students learn skills and approaches to navigating audiovisual and text content across platforms, including documentaries, social media, and streaming coverage.

This course focuses on crisis communication management efforts by sports-related organizations including sports leagues, governing bodies, and university athletic program as well as the misdeeds of sports officials, individual athletes and the organizations or sponsorships linked to them. The course will emphasize the practical application of theories, strategies, tactics, and messaging in the crisis management process. Additionally, there will be a focus on planning for and preventing crises as well as experience in managing full-blown crises including Stakeholder communication. (*Course will be first offered in SUMMER 2019)
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)