

# SPORTS PROMOTION AND PUBLICITY CONCENTRATION, SPORTS COMMUNICATION (BA)

The Sports Promotion and Publicity concentration enables students to develop an understanding of the theories and practices in public relations, advertising, consumer promotion, content management, and event planning in the context of sports. Students will learn to consider sports promotion and publicity processes from multiple perspectives and from a variety of platforms. Career paths include sports public relations, sports event planning, sports content creation, consumer promotion, and sports social media.

Course	Title	Quarter Hours
Select four of the following:		16
CMN 150	SMARTPHONE PHOTOGRAPHY (2.0 quarter hours) <sup>2</sup>	
CMN 292	ADOBE CREATIVE CLOUD WORKSHOP (2.0 quarter hours) <sup>2</sup>	
CMN 295	ADOBE INDESIGN (2.0 quarter hours) <sup>2</sup>	
CMN 296	ADOBE AUDITION (2.0 quarter hours) <sup>2</sup>	
CMN 297	ADOBE PREMIERE VIDEO EDITING (2.0 quarter hours) <sup>2</sup>	
CMN 397	RESEARCH PRACTICUM <sup>1</sup>	
CMN 399	INDEPENDENT STUDY <sup>1</sup>	
CMNS 280	INTRODUCTION TO DIGITAL MEDIA SKILLS	
CMNS 358	DIVERSITY, LEADERSHIP, & TEAM BUILDING	
HSB 341	BEHIND THE SCENES WITH CHICAGO SPORTS ORGANIZATIONS	
HSB 344	BUSINESS OF ESPORTS	
HSB 353	EVENT SALES, SERVICE & PROMOTION	
HSB 398	SPECIAL TOPICS (Topic must be sports focused)	
IB 350	INTERNATIONAL BUSINESS SEMINAR	
JOUR 376	TOPICS IN JOURNALISM (Topic: Sports Content Creation)	
MGT 398	SPECIAL TOPICS (Topic: Legal Issues in Sports)	
MGT 398	SPECIAL TOPICS (Topic: San Diego Sports Consulting Project)	
MKT 342	SPORTS SPONSORSHIP MARKETING	
MKT 385	SPORTS SALES	
MKT 398	SPECIAL TOPICS	
PRAD 244	PRINCIPLES OF ADVERTISING	
PRAD 292	DESIGN APPLICATIONS FOR PRAD PROFESSIONALS	
PRAD 320	EVENT PLANNING	
PRAD 337	PUBLIC RELATIONS CAMPAIGNS	
PRAD 340	BRAND ACTIVATION AND CONSUMER PROMOTION	

PRAD 363	THE MEETING OF SPORTS AND ADVERTISING
PRAD 375	COMMUNICATION LAW
PRAD 376	CRISIS COMMUNICATION MANAGEMENT
PRAD 383	BRANDED CONTENT
SPRTCMMN 300	TOPICS IN SPORTS COMMUNICATION
SPRTCMMN 308	SPORTS & MASCULINITIES - A SURVEY OF HOW SPORTS INFORM GENDER IN AMERICAN CULTURE
SPRTCMMN 326	SPORTS MEDIA LAW
SPRTCMMN 327	SPORTS STATS AND ANALYTICS
SPRTCMMN 328	SPORTS SOCIAL MEDIA
SPRTCMMN 329	SPORTS AUDIO PRODUCTION
SPRTCMMN 331	SPORTS BUSINESS NEWS
SPRTCMMN 337	SPORTS CAMPAIGNS
SPRTCMMN 373	SPORTS MEDIA ENTREPRENEURS
SPRTCMMN 374	SPORTS MEDIA RELATIONS
SPRTCMMN 375	SPORTS CONTENT CREATION
SPRTCMMN 376	SPORTS CRISIS CMN MANAGEMENT
SPRTCMMN 397	FOX SPORTS UNIVERSITY

<sup>1</sup> Students may take up to 4 hours of credit in this course toward graduation requirements.

<sup>2</sup> A maximum of 8 credits from two credit College of Communication courses can be applied to major requirements.