

SPORT COMMUNICATION (BA TRADITIONAL)

Students in Sport Communication are introduced to a variety of communication focused career opportunities in the sports industry. Students will gain valuable skills in sports public relations campaigns, social media outreach for sports teams, as well as in working with specialty sports agencies and planning sports events for organizations. Careers in sport communication are varied. Existing opportunities in sport communication include coaching/managing teams, event management and marketing, sports venue management, public relations representative, service and marketing coordination, digital and print media specialist, education, and recreation management.

General Education Requirements

All degree seeking undergraduate students must complete the general education (<http://catalog.csp.edu/archive/2021-2022/undergraduate/academic-information/general-education-requirements/>) requirements.

Degree Requirements

Bachelor of Arts (<http://catalog.csp.edu/archive/2021-2022/undergraduate/academic-information/graduation-requirements/#ba>) degree consists of a major of typically 32 to 44 credits or two minors, general education courses, and elective courses totaling a minimum of 120 credits.

Code	Title	Credits
Prerequisite		
COM 103	Interpersonal Communication (4)	
Required		
COM 212	Public Speaking	4
COM 222	Social/Mass Media Communication	4
or ENG 221	Journalism	
COM 309	Intercultural Communication	4
COM 320	Media and Public Relations	4
COM 325	Social Media Relations & Analytics	4
COM 478	Organizational Communication	4
COM 498	Internship	4
KHS 390	Sport Management	4
KHS 392	Marketing and Fundraising	4
KHS 393	Planning & Managing Sport Facilities	4
Choose one of the following		
KHS 391	Law & Sport	4
or KHS 394	Sport Business	
Total Credits		44