

SPORT COMMUNICATION (BS)

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/undergraduate/academic-information/general-education-requirements/>) requirements.

Degree Requirements

Bachelor of Science (<http://catalog.csp.edu/undergraduate/academic-information/graduation-requirements/#bs>) degree consists of a major of typically 30 to 60 credits, general education courses, upper-level requirements, and elective courses totaling a minimum of 120 credits.

Code	Title	Credits
Prerequisites from General Education		
COM 110	Interpersonal Communication (3)	
Required		
COM 115	Public Speaking	3
COM 215	Social/Mass Communication	3
COM 245	Special Topics	3
COM 240	Intercultural Communication	3
COM 330	Social Media Relations & Analytics	3
COM 355	Media & Public Relations	3
COM 475	Organizational Communication	3
COM 498	Internship	3
KHS 395	Sport Management	3
KHS 385	Sport Marketing & Fundraising	3
KHS 380	Planning & Managing Sport Facilities	3
KHS 370	Law & Sport	3
Total Credits		36