**NEW Sports Communication Option starting in Fall 2021!**

**This new specialization offers experience in the growing field of sports communication.**

**In particular, students gain expertise in:**

* Writing leads for sports stories
* Interviewing coaches and athletes
* Writing/producing sports content for the web
* Sports information management
* TV anchoring and sports reporting
* Play-by-play and color analysis for various athletic games
* Sports live-shots
* Sports show producing
* Podcasting
* Vocal delivery
* Digital media and social media in sports
* Sports advertising and public relations
* Special event planning (e.g., game day operations, press conferences, social events)
* Sports videography and photography

**Courses include:**

* Comm 325 (PR Campaigns & Strategies), 3 credits
* Comm 328 (Play-by-Play Communication), 3 credits
* Comm 329 (Sports Television Production), 3 credits
* Comm 362 (Broadcast News Gathering), 3 credits
* Select one of the following:
  + Comm 220 (Broadcast Advertising & Applications), 3 credits
  + Comm 322 (Media Sales and Analysis), 3 credits Sports Communication and Public Relations degree offers training in the growing segment of sports, which handles public relations and sharing information. The continuing expansion of media coverage around sports at all levels has created a distinct need for professionals who can handle public relations effectively.

**For more information, contact Professor Neil Roberts:**

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