

Sports Communication

Minor

18 Credit Hours

This program is offered by the School of Communications/ Communications and Journalism Department and is only available at the St. Louis home campus.

For information on the general requirements for a minor, see Minor under the Academic Policies and Information section of this catalog.

Students may have a major and a minor within the same department in the School of Communications; they may not major and minor within the same subject matter area.

Learning Outcomes

- Define and engage a personal connection within professional and academic sports communication fields.
- Critically analyze the socio-political connections with the culture and industry of sports.
- Effectively communicate sports messaging across a variety of platforms, including writing, speaking and mediated communication.

Required Courses

- Any 18 hours of courses with a SPTC department code may be taken as part of this program.
- Additionally, a maximum of three of the following courses may be counted for this minor:
 - ADVT 3200 Sports Marketing Communications (3 hours)
 - BUSN 2037 Introduction to Sports and Entertainment Management (3 hours)
 - BUSN 4747 Sports Operations and Logistics (3 hours)
 - ECON 3737 The Business of Sports (3 hours)
 - JOUR 3050 Sports Reporting (3 hours)