

Minnesota State University Moorhead

COMM 381: Sports Information and the Media

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The course deals with the role of the sports information director in creating sports publicity. Attention is concentrated on how the sports information director serves as an information broker between organizations, both professional and amateur, and media outlets.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. The course deals with the role of the sports information director in creating sports publicity. Attention is concentrated on how the sports information director serves as an information broker between organizations, both professional and amateur, and media outlets.

D. LEARNING OUTCOMES (General)

1. Students gain an appreciation for the role of sports information directors and sports journalists and publicists.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted