

Minnesota State University Moorhead

COMM 380: Foundations of Sports Communication

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The theory and practice of sports communication exploring its role in sports programming and its potential as a communication's career. The course will examine the nature and processes of strategic sports communication in the sports organization as well as its establishing and maintaining relationships with its targeted publics.

B. COURSE EFFECTIVE DATES: 02/01/2015 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Define sports communication and its functioning.
2. Develop an understanding of the role communication plays in establishing and maintaining relationships with the sports organizations targeted publics.
3. Develop an understanding of the various forms and mediums employed in sports communication to dialog with its targeted publics.
4. Explore issues related to sports communication including those of gender equity, group and team communication, crisis communication and professional ethical and legal responsibilities.
5. Strengthen professional oral and written communication skills.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted