

# SPORTS MEDIA & COMMUNICATION (SPMC)

## SPMC 864 Sports Media Relations & Promotions

**Crosslisted with:** ADPR 464, ADPR 864, SPMC 464

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

**Description:** Issues in sports media relations and integrated marketing communications. Background of the unpredictable nature of the sports industry and the relationships with its various publics and the media.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## SPMC 875 Sports Promotion and Engagement

**Description:** The sports industry in the United States is valued at over \$500 billion, and growing. Understand the best practices of the industry and how to reach, engage and communicate with the consumers and media professionals. Offers education in marketing, promotions, managing and evaluating sponsorships, and social and digital media.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## SPMC 876 Planning for Sports Event Production

**Description:** Sports events are professionally managed at every level from youth sports to the NFL. Understand the best practices of how games are produced and presented. Offers education in the planning of sports events, including music, digital video, in-game promotions, entertainment, budget development, and sponsor integration.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## SPMC 877 Content Strategy in Sports Promotion

**Description:** Content Strategy uses credible, trustworthy, transparent media to communicate stories and information to enhance an organization's strategic goals. Media content has never been more readily available to the consumer, and the producer of content has never had easier or more convenient ways to reach the consumer. With new technologies and sophisticated strategies, sports organizations and individuals can brand their products and themselves in better and more effective ways than ever. In this course you will learn about these new technologies, understand the trends and help develop strategies to create innovative media content.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## SPMC 878 Social and Digital Media for Sports Promotion

**Description:** Products are branded and delivered through the always emerging formats of social and digital media. Apply writing, critical thinking, and persuasion skills to the practice of social and digital media production for the purpose of promotion. Explore various digital promotion technologies, as well as the use of emerging social media to study the application of sports promotion. Develop and produce a social and digital project.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded