

About the Sport Communication Minor

The sport business industry is one of the largest and fastest growing industries in the U.S., generating billions of dollars each year. And the **sport communication minor** at WVU can prepare you for a career in this exciting field.

As a sport communication minor, you will gain practical skills in media writing, public relations, and strategic communications, as well as an understanding of the issues affecting professional and college sports today.

Job areas could include advertising, media relations, media sales, athlete endorsements, media placement, merchandise licensing, media broadcasting rights, sport information, community relations and more.

This **blended minor** requires 18 hours, nine of which are offered from the College of Physical Activity and Sport Sciences and nine of which are offered from the School of Journalism, and includes both on-campus and online courses. The sport communication minor requires the following courses:

Three Courses From School of Journalism (9 hours)

ONE of the following (3 hours)

- **ADV 201 Advertising and Society, 3 hours**
Can be taken on campus or online. This class is taught fall semesters in the classroom and summer online. As a social institution, advertising plays a critical role in our daily lives. This course will examine the social, economic, and legal aspects of advertising.
- **ADV 215 Principles of Advertising, 3 hours**
Can be taken on campus or online. This course is generally taught every term. An introduction to all sides of the advertising field and to the process, quantitative, strategic, and aesthetic, by which the sales message is planned, produced, and delivered.
- **PR 215 Introduction to Public Relations, 3 hours**
Can be taken on campus or online. The course is generally offered every term. Introduces the student to the principles of public relations. Definition and historical development, opportunities and challenges, techniques, and management of public relations included.

JRL 361 Media Relations in Sport, 3 hours

Prerequisites: One of the following: ADV 201, ADV 215 or PR 215

JRL 361 must be taken online during summer session. This course is generally taught during the first six weeks of summer school.

This course is designed to provide an in-depth understanding of how effective public relations plays an integral role in any sports organization via a myriad of communication efforts used in the dissemination of information to the media and the public.

PR 410 IMC for Public Relations, 3 hours

Prerequisites: One of the following: ADV 201, ADV 215 or PR 215

PR 410 must be taken online. This course is generally taught every other term.

This course seeks to describe the essential and interconnected role of Public Relations in Integrated Marketing Communication. Using sport-specific examples students will examine the attributes of successful IMC campaigns and "the campaign mindset" as it applies to sport promotion and communications.

Three Courses From College of Physical Activity and Sport Sciences (9 hours)

SEP 271 Sport in American Society, 3 hours

Can be taken on campus or online. This course is generally taught every term.

This course provides a comprehensive analysis of sport structures with a close view of who competes and the consequences of such competition. A major emphasis is placed on the sociological phenomena that contribute to sport in the United States. In-depth discussion of the apparent positive and negative consequences of the way sport is organized in society will occur.

TWO of the following (6 hours)

- **SM 426 Liability in Sport (Sport Law), 3 hours**
Must be taken on campus during the summer. Recommended to complete SEP 271 before enrolling in this course. This course includes an in-depth study of professional sport leagues, their constitution, by laws, regulations, collective bargaining agreements, standard player contracts; legal issues involving sport agents.
- **SM 485 Sport Management, 3 hours**
Must be taken on campus during the summer. Recommended to complete SEP 271 before enrolling in this course. In this course students analyze management processes utilized in sport businesses. A focus is on the planning, organization, leading, and evaluation processes that are unique to the sport industry.
- **SM 486 Sport Marketing, 3 hours**
Must be taken on campus during the summer. Recommended to complete SEP 271 before enrolling in this course. This course provides an analysis of marketing sport enterprises; the marketing planning process, and marketing information systems.

To earn a minor in sport communication a student must earn a grade of C or better in each of the six courses.

Students who double-minor in sport communication and advertising must also take PR 215 (Introduction to Public Relations). Students who double-minor in sport communication and public relations must also take either ADV 215 (Principles of Advertising) or ADV 201 (Advertising & Society), as well one of the School of Journalism's online 200-level or higher open-enrollment courses in place of PR 410.

Students who triple-minor in advertising, public relations, and sport communication must complete all listed courses. However, JRL 101 (Introduction to Mass Communication) and PR 410 can be taken only once; each must be replaced with one of the School of Journalism's online 200-level or higher open-enrollment courses.

For more information about P.I. Reed School of Journalism classes, contact the Undergraduate Extended Learning Coordinator at sojexlearning@mail.wvu.edu. For more information about College of Physical Activity and Sport Sciences classes, visit <http://www.wvu.edu/~physed/>.

The sport communication minor is not available to any student enrolled in the P.I. Reed School of Journalism.