

SPORTS COMMUNICATION, CERTIFICATE

The Certificate in Sports Communication is a 12-credit program that provides students with practical skills training and knowledge for success in the growing professions of sports journalism/broadcasting and sports strategic communication (sports marketing communication, and media/public relations). The program also includes coursework on sports, media and society. This program serves both Journalism majors (as an elective sequence) and non-Journalism majors (providing an opportunity for them to take professional skills courses in journalism and strategic communication). Many of these courses can be taken online and over the summer to maximize flexibility for student schedules.

The certificate includes a required Introduction to Sports Communication, a choice of professional skills courses on either Sports Marketing Communications or Advanced Sports Communication and a Social Impacts course. Students will take a final elective course, which can be a professional enrichment course such as an internship, careers colloquium or directed study.

HOW TO GET IN

The Certificate in Sports Communication will be open to any University of Wisconsin-Madison undergraduate. Students may declare or cancel the certificate at any time in consultation with the School of Journalism and Mass Communication undergraduate advisor and administrative staff.

REQUIREMENTS

REQUIREMENTS FOR THE CERTIFICATE

The certificate requires 12 credits as follows:¹

Code	Title	Credits
Survey Course:		
JOURN 150	Introduction to Sports Communication	3
One Skills course from the following:		3
JOURN 350	Sports Marketing Communications	
JOURN 450	Sports Reporting and Writing	
MARKETNG 410	Sports Marketing	
One Social Impacts course from the following:		3
HISTORY 136	Sport, Recreation, & Society in the United States	
JOURN 162	Mass Media in Multicultural America	
COM ARTS 359	Sports Media	
JOURN 651	Sports Controversies & Communication Professions	
One Professional Enrichment course from the following:		1-3

INTER-LS 260	Internship in the Liberal Arts and Sciences
JOURN 601	Colloquium in Professional Communication Careers
JOURN 697	Internship
JOURN 699	Directed Study
COM ARTS 614	Field Experience in Communication
COM ARTS 615	Second Field Experience in Communication

Elective credit from any course above to achieve 12 credits **0-2**

Total Credits **12**

RESIDENCE AND QUALITY OF WORK

- Minimum 2.000 GPA on all certificate-approved courses
- At least 6 credits in the certificate must be taken in residence

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Courses taken on a Pass/Fail basis do not meet requirements of the certificate.

CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

LEARNING OUTCOMES

1. Students will be able to convey information and express ideas pertaining to sports effectively in contemporary media.
2. Students will understand the responsible and ethical use of mass media to disseminate information to sports-interested audiences.
3. Students will be able to articulate the role of sports in culture and society and the media's relationship to that role.
4. Students will be able to think strategically, creatively and critically to meet the demands and challenges of informing the public about sports while understanding the norms of amateur and professional sports organizations.

ADVISING AND CAREERS

Matt Hermann is the undergraduate advisor for the Sports Communication Certificate. Students are encouraged to meet with Herman when they have questions about the courses and requirements for the certificate. Contact him by email at mrhermann@wisc.edu.

The Sports Certificate Program encourages students to get involved in sports-related internships and career-building courses (see certificate requirements). Students seeking assistance in securing internships and/or planning their careers should contact Pamela Garcia-Rivera, Media, Information and Communication Career Advisor. Contact her by email at pgarciariver@wisc.edu.

L&S CAREER RESOURCES

Every L&S major opens a world of possibilities. SuccessWorks (<https://successworks.wisc.edu/>) at the College of Letters & Science helps students turn the academic skills learned in their major, certificates, and other coursework into fulfilling lives after graduation, whether that means jobs, public service, graduate school or other career pursuits.

In addition to providing basic support like resume reviews and interview practice, SuccessWorks offers ways to explore interests and build career skills from their very first semester/term at UW all the way through graduation and beyond.

Students can explore careers in one-on-one advising, try out different career paths, complete internships, prepare for the job search and/or graduate school applications, and connect with supportive alumni and even employers in the fields that inspire them.

- SuccessWorks (<https://careers.ls.wisc.edu/>)
- Set up a career advising appointment (<https://successworks.wisc.edu/make-an-appointment/>)
- Enroll in a Career Course (<https://successworks.wisc.edu/career-courses/>) - a great idea for first- and second-year students:
 - INTER-LS 210 L&S Career Development: Taking Initiative (1 credit)
 - INTER-LS 215 Communicating About Careers (3 credits, fulfills Comm B General Education Requirement)
- Learn about internships and internship funding (<https://successworks.wisc.edu/finding-a-job-or-internship/>)
 - INTER-LS 260 Internship in the Liberal Arts and Sciences
- Activate your Handshake account (<https://successworks.wisc.edu/handshake/>) to apply for jobs and internships from 200,000+ employers recruiting UW-Madison students
- Learn about the impact SuccessWorks has on students' lives (<https://successworks.wisc.edu/about/mission/>)

PEOPLE

Professors: McLeod, H. Shah (director)

Faculty Associates: Hermann