

SPORTS COMMUNICATION, CERTIFICATE

LEARNING OUTCOMES

LEARNING OUTCOMES

1. Inform and persuade audiences with compelling sports-related messages, across a variety of contemporary media.
2. Think strategically, creatively and critically to solve problems and meet the demands and challenges of informing the public about sports while understanding the norms of amateur and professional sports organizations.
3. Understand the responsible and ethical use of mass media to convey information to sports-interested audiences.
4. Appreciate and articulate the role of sports in culture and society and the media's relationship with that role.