



Graduate Certificate in Sports and Strategic Communication (Online)

Courses are offered in a 10-week format.

Curriculum Summary (A 1-credit online orientation module is required to begin the program)

- *Sports Communication*
 - Examines the organizational, cultural, and structural impact of the athletic industry, with topics including team structures, media relation, image creation, sponsor coordination, and campaign implementation.

- *Campaign Design and Public Outreach*
 - Covers the use of social marketing principles to create messages and materials, with topics including segment, influence, and reach of target audiences.

- *Conflict and Negotiation*
 - Investigates the multiple roles that communication plays in the process of conflict management, negotiation, and mediation in organizations.

- *Message Design for Digital Media*
 - Studies the digital, mobile, and social media aspects of communication by deciphering factors that impact both message creation and message interpretation.