

# SPORTS COMMUNICATION, GRADUATE CERTIFICATE

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## Curriculum

Students are required to complete the following four courses to earn the certificate:

Course	Title
MSA 402-DL	Fundamentals of Sports Marketing
MSA 458-DL or MSA 406-DL	Digital Media in Sports (or) Sports Public Relations and Crisis Communication
MS_IDS 401-DL or MS_IDS 433-DL	Models and Theories of User-Centered Design Social Media and Content Curation
MS_IDS 407-DL	Information and Content Strategy

This certificate program can only be completed online.