

HHPL 147: Sports & Media (Majors Only)

Explore the rapid evolution of sport and media and its history, from local Television and radio to sport networks, cable, streaming, mobile access, direct tv and pay per view. Technology has changed how consumers watch sports. Examine the sport and media industry and learn about media organizations, rights fees, print media, the Black Press, the pro sports leagues, college, and amateur sports. Learn the fundamentals of sport public relations practitioners including writing media relations tools.

Credits: 3

Program:

Health, Human Perform. & Leisure Studies

COURSE DESCRIPTIONS