INTERNSHIP ELIGIBILITY

To register, you must download and complete the Sports Media Internship application, http://advertising.utexas.edu/undergraduate/certificate-sports-media as well as meet the following requirements:

- Completion of ADV/PR 305S and a 3-hour sports certificate course with a grade of C or better
- Upper-division standing
- A university grade point average of 2.25
- Stan Richards School approval

REQUESTING YOUR CERTIFICATE

Apply for Sports Media Certificate Before Starting the Program
http://advertising.utexas.edu/undergraduate/certificate-sports-media

CONTACT US

The University of Texas at Austin
Stan Richards School of Advertising & Public Relations
BMC 4.338
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02/2018
**WHAT**

The Sports Media Certification offered by the Stan Richards School of Advertising & Public Relations is designed to complement your education by developing your proficiency and knowledge in the area of sports media.

The sports industry is booming with opportunities including: advertising, media relations, athlete endorsements, media placement, merchandise licensing, media broadcasting rights, sports agent, social media managers, community relations, and more. This program is designed to give you practical experience with a theoretical understanding of the industry that will prepare you for these careers.

**WHO**

The Certificate is open to all students except advertising and public relations majors. If interested, talk to your academic advisor.

**WHEN**

No application is required for the Certificate. Students may start taking the required coursework whenever he or she meets the prerequisites.

**REQUIREMENTS**

The certificate program requires 18 semester hours of coursework as described below. Nine hours must be taken at the upper-division level and at least nine hours must be taken in residence.

In addition, a 2.25 grade point average is required for all upper-division communication courses. Kinesiology majors may not count KIN 350 and KIN 354 toward the certificate. Sport Management majors may not count both ADV/PR 378S.1 and KIN 355 toward the certificate.

**Required:**

- ADV or PR 348S, J 348G: The Business of Sports Media
- ADV or PR 350S: Internship in Sports Media
- Remaining nine hours can be selected from the following courses (when offered):
  - ADV or PR 341S: Research in Sports Communication and Media
  - ADV or PR 348S: Special Topics in Sports Media
  - ADV or PR 378S: Advertising and Public Relations for Sports
  - CMS 347K: Rhetoric of Popular Culture
  - J 326F: Topics in Texas Sports and Media
  - J 349G: Sports Journalism
  - KIN 350: Sociological Aspects of Sport and Physical Activity
  - KIN 354: Sport and Event Marketing
  - KIN 355: Media and Public Relations in Sport

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