

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

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Stan Richards School of
Advertising & Public Relations

Sports Media Certificate



**TURN YOUR
PASSION FOR SPORTS
INTO A CAREER**

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 305S: Integrated Communication for Sports

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 378S: Special Topics in Sports Media

- Advertising and Public Relations for Sports
- Legal Aspects of Sports Media
- Return on Investment of Sports Media
- Analysis of Sports and Entertainment Audiences
- Ethics and Social Issues in Sports Branding
- Sports Audiences and Nontraditional Media
- Contributions of Sports & Entertainment to Education & Health
- College Sports Media
- Sports Contract Negotiation Techniques
- Leadership and Administration in Sports Organizations
- Sports and Social Media
- Sports Audiences
- The Business of Sports Television

COM 325S.1: Sports, Media and the Integration of American Society

CMS 347K: Rhetoric of Popular Culture

J 326F: Topics in Texas Sports and Media

J 349G: Sports Journalism

RTF 359 Topic: Youth and Social Media

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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