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

Final Semester: Apply for Sports Media Certificate
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

Janie Castillo-Flores, jcflores@austin.utexas.edu
512-471-1101 (main)
advertising.utexas.edu
**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.

**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 Marketing

http://advertising.utexas.edu/undergraduate/certificate-sports-media

**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.