

SPORTS COMMUNICATION CERTIFICATE

College: College of Arts & Humanities

The graduate certificate in sports communication combines foundational communication skills with an in-depth understanding of the sports industry. Graduates will be better equipped to communicate strategically and ethically to diverse audiences, create messages in various formats (i.e., oral, written, digital), and provide leadership in sports organizations.

Program Learning Outcomes

1. Develop and deliver professional, audience-centered messages for the sports industry through advanced oral, written, and visual communication
2. Enact inclusive leadership skills
3. Facilitate constructive communication for sports organizations
4. Demonstrate effective management skills including in legal, financial, ethical, and organizational areas
5. Embody critical, diverse perspectives
6. Demonstrate the ability to utilize the skills, knowledge and competencies illustrated above in sports settings

Requirements for the Graduate Certificate in Sports Communication

For admission into the sports communication graduate certificate program, you must:

- Hold a bachelor's degree from an accredited institution.
- Write a 500-word statement about why you would like to enter the program.

A minimum cumulative grade point average of 3.00 is required to graduate with a graduate certificate in sports Communication.

The program consists of 15 credits, delivered online in 7-week module formats.

| Code | Title | Credits |
|-------------------------|--|-----------|
| Required Courses | | |
| COMM 703 | Professional Communication | 3 |
| COMM 750 | Digital Media Production | 3 |
| or COMM 770 | Enacting Leadership | |
| MSSM 560 | Sports Communication | 3 |
| MSSM 565 | Sports Broadcasting | 3 |
| or MSSM 791 | Current Issues in Sport Management Seminar | |
| Capstone Course | | |
| COMM 794 | Professional Communication Internship | 3 |
| or MSSM 794 | Sport Management Internship | |
| Total Credits | | 15 |

University Requirements for Graduate Certificates

Graduate certificates are designed for students at one of the following levels:

- Students who have completed a baccalaureate or higher degree from a regionally accredited institution and are enrolled for graduate credit
- Students who are enrolled simultaneously in a graduate degree program

Students must meet the admission requirements of a degree seeking or non-degree seeking graduate student to be eligible to earn a graduate certificate. At least 75% of the credits must be earned after completion of a baccalaureate or higher degree and students must attain a GPA of 3.00 within the certificate courses.

Certificate programs are designed to develop a particular expertise or set of skills. Graduate certificate programs will require a minimum of 8 graduate-level credits. For graduate certificates, at least 50% of the credits must be at the 700 level. At least 60% of the credits for the graduate certificates must be earned at UW-Parkside for program residency. Individual departments and programs may require more than 60% of the credits to be taken at UW Parkside.

Certificate programs should not be confused with certification or licensure programs which lead to certification by an outside agency.