

IMC 586: Foundations of Sports **SCHOOL OF JOURNALISM & NEW MEDIA**

Foundations of Sports opens students' minds to why sports has become a multibillion dollar industry with a unique look at collegiate and professional sports, sports media, athlete representation, corporate involvement, and more.

3 Credits

Instruction Type(s)

- Lecture: Lecture for IMC 586

Subject Areas

- [Communication, General](#)

Related Areas

- [Communication and Media Studies, Other](#)
- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

