

## 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.

## 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

