

IMC 584: Collegiate Sports Promotion SCHOOL OF JOURNALISM & NEW MEDIA

Collegiate sports promotion opens students' minds to why the college sports industry has become a multibillion-dollar business with a unique look at the NCAA, conferences, bowl games, NCAA Tournament, IMG College, IMG Collegiate Licensing, Ole Miss Athletics, sports media, and corporate involvement. Due to the status and importance in people's lives, college sports is considered a profitable and sustainable marketing source now utilized by virtually every industry.

3 Credits

Prerequisites

• Junior Standing Required

Instruction Type(s)

• Lecture: Lecture for IMC 584

Subject Areas

<u>Communication, General</u>

Related Areas

- <u>Communication and Media Studies, Other</u>
- <u>Mass Communication/ Media Studies</u>
- Speech Communication and Rhetoric

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

