

## **IMC 586: Foundations of Sports**

### **[School of Journalism and 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](#)

