

## **IMC 584: Collegiate Sports Promotion**

### **School of Journalism and 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**

- [Communication, General](#)

#### **Related Areas**

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

