

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

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