

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

<u>Communication, General</u>

Related Areas

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

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