

## 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
- Lecture: Web-based Lecture for IMC 586
- Lecture: Online Program for IMC 586

#### Subject Areas

- [Communication, General](#)

#### Related Areas

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

