

SM 305 - Sports Information and Public Relations

3 Credit Hours

A comprehensive study of the sports information profession on the collegiate, professional and recreational levels. Included within the course are 1) the field of public relations, its history, and evolution, and 2) the skills and methods involved in the duties of the Sports Information Director (SID), Public Relations Specialist, and the current attitudes and concerns in media relations between athletes, coaches, administrators, and owners. Students are exposed to professionals in the field, as well as athletic events where the SID is involved.