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## 2024-25 ACADEMIC COURSES

### **BMG 166: SPORTS AND ENTERTAINMENT COMMUNICATIONS AND PUBLIC RELATIONS**

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In this course, students will integrate communication principles that apply uniquely to the sports and entertainment industries with an emphasis on cultural diversity and ethical communication principles and processes. Strategic market segmentation; media outlets, ratings and shares; and budget and marketing constraints will be emphasized. Students will recognize the difference between interpersonal communication, mass communication and public relations.

**Level I Prereq:** Academic Reading and Writing Levels of 6

<b>Description</b>	<b>Hours</b>
Credits	3
Lecture Hours	45
Clinical Hours	0
Lab Hours	0
Other Hours	0
Total Hours	45

Accurate as of 04/16/2024 Information is subject to change without notice.