

GRADUATE ACADEMIC CERTIFICATE IN SPORTS CULTURE & SOCIETY

The 12-hour, interdisciplinary, graduate certificate explores the role of sports in society with a special emphasis on stratification, power, work, policy, human development, management and marketing, and media (including social media). This certificate prepares students for careers in sports media, marketing, communication, public relations, planning, and management. Sociology courses taken for this certificate apply toward the sociology MS degree.

Requirements

Core courses, 6 hours selected from

- SOCI 5030: Work and Organizations
- SOCI 5100: Social Psychology
- SOCI 5300: Social Inequalities
- SOCI 5305: Sociology of Gender
- SOCI 5310: Seminar on Occupations and Professions
- SOCI 5315: Intersectionality
- SOCI 5330: Seminar on Race and Ethnicity
- SOCI 5410: Medical Sociology
- SOCI 5700: Health and Aging
- SOCI 5900: Special Problems
- SOCI 5910: Special Problems
- SOCI 5940: Sociology Internship

Content Courses, 6 hours selected from

- DCAS 5000: Introduction to Digital Communication Analytics
- DCAS 5251: Quantitative Research Fundamentals in Digital Communication
- DCAS 5261: Qualitative Research Fundamentals in Digital Communication
- DCAS 5331: Social Media Analytics
- DCAS 5341: Cutting-Edge Techniques for the Digital Communication Analyst
- DCAS 5361: Data Visualization for the Digital Communication Analyst
- EPSY 5123: Human Development Across the Life Span
- HMGD 5650: Strategic Marketing of Events
- JOUR 5100: Case Problems in Public Relations
- JOUR 5140: Strategic Persuasion & Media Effects
- JOUR 5180: Advanced Public Relations Campaigns
- JOUR 5320: New Technologies of Mass Communication
- JOUR 5330: Strategic Social Media
- PADM 5040: Nonprofit Management
- PADM 5300: Introduction to Planning
- SENM 5150: Marketing Practices in the SEI
- SENM 5401: Talent Management in the Sport Entertainment Industry