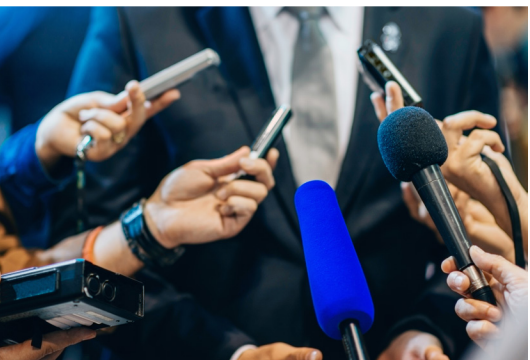




INTERCOLLEGIATE ATHLETIC COMMUNICATION CERTIFICATE



If you love sports, but don't necessarily want to play, this certificate lets you work inside college athletics — running social media, covering games, managing media relations, and building athlete brands. It pairs well with sports management, communications or marketing and gives you real experience with our athletic teams.

A unique element of the certificate is that it will be offered in partnership with College Sports Communicators (CSC). The CSC was founded in 1957. Formerly CoSIDA, it is an affiliated partner with the National Association of Collegiate Directors of Athletics. It is a national organization serving communications and public relations professionals in multiple areas of intercollegiate athletics.

STAND ALONE CERTIFICATE COMPLETE IN ONE YEAR NO PRIOR WORK NEEDED

This certificate is built for:

- Students who love sports, but don't want to play
- Student-athletes who want to stay in athletics
- Communications, marketing or graphic design majors
- Sports management majors who want a media edge
- Students interested in careers in sports media, intercollegiate athletics, or professional sports

SCAN FOR MORE INFORMATION



msj.edu/iacc

CURRICULUM REQUIREMENTS

15 credit hours total	(CR)
SPM 225 Principles of Athletic Administration	(3)
SPM 355 New Media & Public Relations in Sport	(3)
SPM 396 Internship (MSJ Athletic Communications)	(3)
COM 295 Writing for New Media Environments	(3)
COM 321 Public Relations in the Digital Age	(3)

In addition to the above, students must complete:

- One-year CSC Student Membership - cost is \$35 per student.
- CSC U Summit - two-day virtual seminar offered to students, interns and young professionals on an annual basis.
- CSC Mentorship Program - students are paired with an NCAA Div. I Athletic Communications Director for one semester.
- Three elective CSC webinars during the course of the one-year membership.

BEYOND THE CLASSROOM

HANDS-ON EXPERIENCE

Students will work directly with MSJ sports teams and have access to cameras and editing software.



CAREERS IN ATHLETIC COMMUNICATION

SPORTS INFORMATION DIRECTOR (SID)	ATHLETICS SOCIAL MEDIA DIRECTOR
ATHLETIC COMMUNICATIONS COORDINATOR	MEDIA RELATIONS FOR COLLEGE ATHLETICS
NIL (NAME, IMAGE, LIKENESS) BRANDING AND ATHLETE PROMOTION	GAME DAY MEDIA OPERATIONS

Mount St. Joseph University is committed to providing an educational and employment environment free from discrimination or harassment on the basis of race, color, national origin, religion, sex, age, disability, sexual orientation, gender identity, or other minority or protected status. Visit www.msj.edu/non-discrimination for the full policy and contact information. 09-WO-003046 - QTY150



MOUNT ST. JOSEPH UNIVERSITY®

SCHOOL OF BUSINESS & COMMUNICATION

Office of Admission
513-244-4531 | 800-654-9314
msj.edu | admission@msj.edu

School of Business & Communications
513-244-4918
bizmount@msj.edu

