



SPORTS COMMUNICATION & MARKETING

WHETHER YOU ENJOY BEING FRONT AND CENTER REPORTING LIVE OR BEHIND THE SCENES HELPING WITH PRODUCTION, YOU'LL BUILD THE SKILLS NEEDED TO COVER AND PROMOTE BIG-TIME SPORTS EVENTS LIKE THE SUPER BOWL AND WORLD CUP!

Focus on the promotion of products and services through sporting events and sports teams. Become versed in techniques that allow you to facilitate communication between teams, fans, and the media.

WHAT WILL I STUDY?

As an interdisciplinary program, your **B.S. in Sports Communication and Marketing** combines coursework in business, communication, and sports marketing. It provides insights into public relations, journalism and marketing practices specific to the industry. You'll build a robust theoretical foundation while gaining resume-building experiences.

INTERSHIPS GUARANTEED

With teams in the NFL, NBA, MLB, and the PGA located in Florida, you'll find yourself interning with top organizations. You'll get a chance to apply what you've learned and make connections with industry professionals.



TALENT NEEDED!

Sports are a \$200 billion industry and the demand for graduates with the knowledge of business and communication is growing. Prepare to work in broadcasting, sports information, merchandising, advertising, and management!





HERE'S THE PLAY-BY-PLAY

Reporting live from the arena, taking notes at a press conference, or producing video content for your favorite team, you're sure to hit it out of the park at Florida Southern.



BUILD AN IMPRESSIVE PORTFOLIO —

Throughout the program, you'll be presented with opportunities to create content helping you become well-versed in studio production and online media.



ACCESS TO INDUSTRY LEADERS —

Drawing on years of industry experience, your professors will create a dynamic learning environment. Through hands-on learning and access to sports industry experts, you'll continuously combine textbook theory with real-world application.



EXPERIMENT WITH EQUIPMENT —

As a Sports Communication and Marketing student, you'll have unlimited access to our HD video equipment, industry-standard software, and state-of-the-art production labs.



“ The department's connections with internships has really propelled my career. I was able to intern as a video producer for the Tampa Bay Rowdies, Florida Tropics SC, and WinShape Camps. ”

— *Wil Fisackerly '18,*
Athletic Communications
Assistant, Palm Beach
Atlantic University