UNDERGRADUATE CERTIFICATE IN COMMUNICATION FOR SPORT PROFESSIONALS

The Undergraduate Certificate in Communication for Sport Professionals is an 18-hour certificate program for students who are interested in pursuing careers as sport promoters/marketers, professional trainers, sports event coordinators, and communication specialists for professional sports teams. Specifically, the careers would be those that are not tied to reporting and producing sports. This is intended as a certificate to assist in communication that occurs in the sports industry.

Code	Title	Hours
Undergraduate Certificate in Communication for Sport Professionals		
Required Courses		
COMS 2386	Interpersonal Communication	3
COMS 3330	Communication in Sport	3
COMS 3375	Strategic Organizational Communication	3
COMS 3383	Small Group Communication	3
COMS 3391	Interpersonal Health Communication	3
COMS 4365	Nonverbal Communication	3
Total Hours		**18**

Additional Information: Reference the Program Landing Page (https://shsu.edu/programs/undergrad-certificate/communication-sport-professionals/) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The Undergraduate Certificate in Communication for Sport Professionals is designed to provide graduates with the following marketable skills:

- Identify communication theories, principles, and research methods.
- Apply strategic communication principles related to sport professionals.
- Demonstrate interpersonal communication competence in sport contexts.
- Synthesize information and present different viewpoints related to sport communication.
- Demonstrate effective verbal and nonverbal communication skills in sport settings.
- Demonstrate effective leadership of small groups in sport contexts.
- Gather and evaluate information critically.