

Sports Communication (BA)

This program is offered by the School of Communications/ Communications and Journalism Department and is only available at the St. Louis main campus.

Program Description

The many manifestations of sports constitute a large and growing industry with an expanding need for professional communicators stretching across contexts such as family and youth sports, personal fitness, the amateur, high school, college and professional leagues that fill stadiums, newspaper columns, talk radio and television channels, video games, fantasy sports, sports betting and social media platforms. Sports communication explores the various aspects of the sports industry, focusing on communication strategies and media. Webster University's program provides a unique balance of theory and practice that spans the breadth of sports cultures. The Sports Communication curriculum also frames core and elective coursework in a way that