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Strategic Sport Communication, Third Edition, presents a comprehensive examination of the evolving field of sport communication. With a complete approach to the multifaceted and interrelated applications of sport communication, this text will help the reader understand modern trends and industry demands.

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Strategic Sport Communication. is the definitive text for those who want to gain a comprehensive understanding of the emerging field of sport communication. Through the examination of key research, current trends, industry demands, and the organizational value of sport communication, readers will gain a thorough grounding in the diverse areas the field offers for both academic study and professional practice.

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The Strategic Sport Communication Model (SSCM). The SSCM encompasses - and is highly influenced by - the many areas and perspectives associated with communication, as well as other sport-related segments of the communication field, such as marketing and management. For example, the major influence from marketing is segmentation.

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Strategic Sport Communications, Certificate (1744) Kenneth D. Payne, ken.payne@wku.edu, (270) 745-3968. This graduate certificate confronts the extraordinary changes occurring in the sport communications landscape by focusing on the practical skills and institutional knowledge needed for success in sport communications, public relations, branding and sponsorships.

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Strategic Sport Communication, Second Edition, explores the sport industry's exciting and multifaceted segment of sport communication. With communication theory, sport literature, and insight from the industry's leading professionals, the text presents a standard framework that introduces readers to the many ways in which individuals, media outlets, and sport organizations work to create, disseminate, and manage messages to their constituents.

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Define Sport Communication (SC). Be able to breakdown and explain all the components of Sports Communication. SC- is a process by which people in sport, in a sport setting, or through sport endeavor, share symbols as they create meaning through interaction. What theories have influenced SC and the Strategic Sport Communication Model.

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Sports communication is an aspect of communication studies which specializes in the study of communication in a sports setting.

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