Designing a Holistic Sport Public Relations Campaign Project for Intercollegiate Athletics

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To enhance the applicability of concepts discussed in sport public relations (PR) classes in practical settings, designing a project that embraces a holistic approach to analyzing intercollegiate athletic events is helpful. A semester-long PR campaign project serves as an effective mechanism to translate theoretical understanding into the acquisition of relevant skills. Through direct observation and analysis of various sport PR dimensions (e.g., content development, management of social media and website, identification of key stakeholders), students will design a campaign initiative that provides recommendations for better practice. An instructional handout will be provided to attendees.