



# SPORTS PUBLIC RELATIONS

Learn about the exciting, challenging and fast-paced world of sports public relations from a seasoned professional. Mr. Cook is the managing director of communications & marketing at Texas Tech University. Previously, he worked for 11 years in the Texas Tech athletics department including nine years as an assistant athletic director. During that time he oversaw the media relations efforts for 17 sport programs, working closely with football and golf.

**PR 3354**

**SUMMER 1**

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**PROFESSOR CHRIS COOK**