



**SUMMER
SPRINGBOARD**
Look Inward. Go Upward.

SPORT + COMMUNICATION

**New student admissions for
Summer 2026 are open.**

2-Week Course

This is a two-week program where you'll focus on one course for the entire duration.

Program Highlights

- Gain a foundational understanding of sport within the field of communication
- Analyze the intersection of organizations, media, fans and athletes from a communication perspective
- Explore the entrepreneurial side of the sport industry and the role communication plays in its success
- Examine how race, gender and socioeconomic status shape research in sport and communication

2026 Dates

Session 1: July 19 - 31



Academic Program Overview

Sport is a major part of culture and society in the United States and around the world. Billions of dollars are spent each year on sport at every level, from youth travel teams to professional leagues like the NFL and NBA.

This course goes beyond the games themselves and takes a critical look at the interaction between four key pillars of sport and communication: fans, athletes, media and organizations. For example, why do some people tie their identity to a team? Why do media outlets cover men's and women's sports differently?

Students will explore these questions and more while examining three levels of sport: professional, collegiate and amateur.



Excursions

TBD. Tentative excursions may include visiting local sport organizations.

Instructors

Steven Kubitzka

Steven Kubitzka is an instructor and PhD candidate in Communication at UC Santa Barbara. His research is in organizational communication, with a special focus on sport as a context within the field. Steven has vast professional experience in both sport and communication fields. This includes jobs in sport sales, sport compliance, and sport journalism. He also has over a decade of experience managing online sports news websites. The overall goal of his courses is for students to leave feeling prepared for research and industry roles in both sport and communication.

Tuition Information:

Residential Students:

- **Includes:** all meals, lodging, excursions, academic course, weekend excursions
- **Excludes:** optional airport pickup and drop off service (available for an additional fee)
- **Price:** \$5,798

Commuter Students:

- **Includes:** lunch, academic course, excursions, programming from 9am to 5pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner and weekend excursions
 - Weekend excursions can be added on for \$125 per day
- **Price:** \$3,298

Supplements:

- **Application fee:** starting at \$99 (mandatory, non-refundable)
- **Tuition Protection Plan:** Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

Summer Springboard programs are not run by our campus partners (with the exception of Cal Poly, University of Washington Foster School of Business, and NYSID which are run in partnership with SSB). Universities and their affiliated departments and partners do not control and are not responsible or liable in any manner for any part of the Summer Springboard program.



Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm, Monday through Friday. During week two students have class from 9am-12pm, Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).



Typical Schedule

8AM	Breakfast	
9AM	Academic Course / Commuter Student Arrival	
12PM	Lunch	
1:30PM	Academic Excursions or Recreational Activity	
3:30PM	College Readiness Workshop or True You	
5PM- 6:30PM	Commuter Student Departure	
6PM	Dinner	
7PM	Clubs	
10:30PM	Night Checks	

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