

Coker College: Online Course Syllabus

Course Information

Course Code: MSCAA 515
Course Name: Sport Communication
Credit Hours: 3 credit hours
Location: Online (blackboard)

Course Description

This course is designed to give a broad view of sports communication. Specific topics include: sports communication from the perspective of message producers and recipients; organizational communication and public relations; the influence of sports communication at the local and global level; effective sports communication; academic research and theory of good sports communication; applying sports communication in a practical setting; sport image repair and social media practices; and press releases and promotional materials.

Instructor Information

Instructor: Rachel Pinton
Email: rpinton@coker.edu

Required Texts

Pedersen, P. M., Laucella, P. C., Kian, E.M., & Geurin, A. N. (2021). *Strategic sport communication* (3rd ed.). Champaign, IL: Human Kinetics. Course Methodology

For this course, we will be using the above book as an e-book via RedShelf.

Note: There is a \$58 class fee is attached to your tuition. You do have the ability to opt out once you click on the class material link and choose that you wish to purchase the book on your own. You can opt out and back in as many times as you wish. The deadline to opt out is March 31st. When you opt out, the \$58 class fee is removed from your student account. If you opt back in, it is added back to your account.

- Tutorial Videos for Access Coded Materials, e-Books, and How to Op Out
<https://solve.redshelf.com/hc/en-us/articles/360007589114-Blackboard-student-journey->
1. This course will be structured in various ways:
 1. Discussion board
 2. Written Assignments
 3. Projects/Research

Course Objectives

Upon satisfactory completion of the course, you will be able to complete the following:

1. Recognize the connections among sport communication practices and cultures;
2. Develop analytical abilities in application of theories and concepts to sport communication practices;
3. Watch, analyze, critique, and discuss the media's portrayal of intercollegiate athletics;
4. Analyze the discourses surrounding sports issues;
5. Gain an awareness of the pervasiveness of sport communication; and
6. Understand the significance of social media in sport communication.

Course Policies

ACADEMIC RESPONSIBILITY

Academic honesty is fundamental to the activities and principles of a college. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort was successful. The academic community regards academic dishonesty as an extremely serious matter, with serious consequences that range from probation to expulsion. When in doubt about plagiarism, paraphrasing, quoting, or collaboration, consult the course instructor.

- Students are required to visit the course site a minimum of 5 times per week. This will ensure your timely response to discussion board topics.
- Students will actively participate in the discussion forums. Students will respond to a discussion question each week for the first five weeks and a minimum of one (1) post on five separate days for an additional five (5) posts. This is a total of six (6) discussion posts each week (except in week 6). Threaded discussions are equivalent to classroom discussions.
- The instructor will be monitoring all discussions and will be noting the number of responses and the quality of the responses to each discussion. All postings to the threaded discussion are considered formal writing and should adhere to the following guidelines:
 - All postings should be formal short essays reflecting articulate thoughts and critical thinking theory (minimum of 150 words).
 - All responses must be based on the readings. Personal opinions are not answers to questions. Responses must be ground in research and facts. I agree is not an answer. Why do you agree? What is your opinion based on? Your experience is not a fact.
- Pre-read and spell check all threaded discussions.
- All posts must contain at least two references.
- Participate and stay on track.
- No criticizing or personal attacks--all opinions are honored for discussion--one can expect that some controversial topics will be posted.

Course Content

Week One: Study of Sport Communication/History and Growth of Sport Communication

- Describe the role of communication in the sport industry.
- Describe the complexity of the sports industry and its many components while understanding the financial giant that it is
- Understand the trends in the sport communication job market focusing on the internet and social media
- Understand the historical, technological and cultural development of sport communication.

Week Two: Sport Communication and the SSCM/Personal Sport Communication/Organizational and Leadership Communication in Sport

- Differentiate the three types of personal communication and understand their impact on sport.
- Describe the forms of communication within a sport organization.
- Recognize the communication flow within a sport organization.

Week Three: Sport Mass Media/Digital, Mobile, and Social Media in Sport

- Discuss the evolution of sport journalism.
- Differentiate the impact of electronic and visual-media outlets on sport communication.
- Describe the symbiotic relationship between mass media and sport.

Week Four: Integrated Marketing Communication in Sport

- Understand integrated marketing communication
- Distinguish between sports products and sponsorships in advertising.
- Become familiar with the historical context of advertising in sport
- Assess the impact of sport and individual athletes on the effectiveness of advertisement.

Week Five: Public Relations and Crisis Communication in Sport

- Recognize the value of public relations to sport organizations
- Understand how digital media in shaping current public relations practices
- Understand the importance and main modules of crisis management

Week Six: Sociological Aspects and Legal Issues in Sport Communication

- Clarify the legal limits on sport communication.
- Examine the influence of media on the public's perception of sport.
- Formulate ways communication can be used to improve public perception.

Grading Scale

A= 90-100 points
 B= 80-89.9 points
 C= 70-79.9 points
 D= 60-69.9
 F= 0-60

Course Evaluation Procedures

Weekly Point Values

Week 1

Participation	3
Discussion Question and Responses	3

Week 2

Participation	3
Discussion Question and Responses	3
Assignment	20

Week 3

Participation	3
Discussion Question and Responses	3

Week 4

Participation	3
Discussion Question and Responses	3
Assignment	22

Week 5

Participation	3
Discussion Question and Responses	3

Week 6

Assignment	28
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Weekly Discussion Questions

Each week (except week 6) there will be one (1) required discussion question. The question is due on Tuesday of each week.

Participation Requirements

As you sit at your computer many of you might be wondering, "How exactly do I participate in an online discussion?" This question is important, because a portion of your grade will be based on your participation!

In this online class, you will have Discussion Questions (DQ's) to complete; usually these will require you to meet a specific word count and include a certain level of detail. Your responses to these DQ's will help to start our more informal class discussions. As you reply to others' initial DQ responses by asking questions, adding ideas, making connections to the readings, etc., you will be creating the **substantive messages** that will count toward your participation grade.

Note: The participation requirement for students is that you must respond to each initial discussion question (150 words) and a minimum of one (1) post (100 words each) on five separate days for an additional five (5) posts. This is a total of six (6) discussion posts each week (except week 6).

Meaning of Substantive

For this class, substantive means that your message has substance and helps to further the discussion of course content. Substantive messages will often include contributions of additional ideas and sources,

insights or questions about classmates' comments, connections to the course readings, ways of applying the lessons from the course, etc. As a rule of thumb, your substantive comments should be at least several sentences in length and have references to back up your information.

Short comments, such as "Good idea" or "I agree," do not constitute substantive posts on their own. Neither do comments that are unrelated to the topics at hand (for example, "I saw that movie, too!") If you say you agree about something, please explain why you agree, and add an additional insight or question.

Required Text Readings

Each week there will be required readings from your text as well as posted items within the class. These readings are crucial in the success of the class.

Additional Readings:

NCAA News (<http://www.ncaa.org>)

Center for Leadership in Athletics: (<http://sites.education.washington.edu/uwcla/>)

Journal of Issues in Intercollegiate Athletics: (<http://csri-jiaa.org/>)

Course Overview

Week	Topics Covered	Assignments	Due Dates
1	<p>Describe the role of communication in the sport industry.</p> <p>Describe the complexity of the sports industry and its many components while understanding the financial giant that it is</p> <p>Understand the trends in the sport communication job market focusing on the internet and social media</p> <p>Understand the historical, technological and cultural development of sport communication.</p>	<p>Readings: Read Ch. 1, 2, & 3 of <i>Strategic Sport Communication</i></p> <p>Additional Resources: Lauren Berger (2017): How to be Successful at a Social Media Job! The Intern Queen</p> <p>Discussion: There are numerous jobs that fall under Sports Communication which are separated into many categories. (ie: management, media, etc). What is your dream job? What category does it belong to? Explain the job responsibilities of the position and what path (Keys to Entering the Field) you expect to take to reach your career goals.</p>	DQ - Tuesday
2	Differentiate the three types of personal communication and	Readings: Read Ch. 4, 5 & 6 of <i>Strategic Sport Communication</i>	<p>DQ - Tuesday</p> <p>Assignment: Sunday</p>

	<p>understand their impact on sport.</p> <p>Describe the forms of communication within a sport organization.</p> <p>Recognize the communication flow within a sport organization.</p>	<p>Discussion: Define Leadership Communication. What variables affect leadership communications styles, and how are these variables demonstrated in sports organizations?</p> <p>Week 2 Assignment (500-700 words) The Strategic Sport Communication Model</p> <p>List five career opportunities in each of the three main components of the Strategic Sport Communication Model (SSCM). Then, select one of those careers and prepare a paper listing how job opportunities associated with that career may have shifted over the past decade as a result of changes (ie: technological developments) in the field of sport communication.</p> <p>Be sure to include citations for quotations and paraphrases with references in current 6th edition APA format and style.</p>	
3	<p>Discuss the evolution of sport journalism. Differentiate the impact of electronic and visual-media outlets on sport communication.</p> <p>Describe the symbiotic relationship between mass media and sport.</p>	<p>Read Ch. 7 & 8 of <i>Strategic Sport Communication</i>.</p> <p>Discussion: How does the immediacy of the Internet provide an advantage to a sport entity? How might it be a disadvantage? Provide an example.</p>	DQ - Tuesday
4	<p>Understand integrated marketing communication</p> <p>Distinguish between sports products and sponsorships in advertising.</p> <p>Become familiar with the historical context of advertising in sport</p> <p>Assess the impact of sport and individual athletes on the effectiveness of advertisement.</p>	<p>Readings: Ch. 9 of <i>Strategic Sport Communication</i></p> <p>Discussion: How can an athlete's image make or break sport product? Give an example of a professional athlete whose legal problems or personal image affected a product or brand?</p> <p>Week 4 Assignment (500-650 words) Watch a sporting event on television or live stream. Include the date, time, sport, teams, and final score on your title page. Examine all sponsorships throughout the venue and during the game/event. What sponsorships are used effectively for an at-home viewing audience? Which ones are ineffective? What sponsor stands out to you the most after watching the event and why? What can the sport organization/sponsors do differently to strengthen their marketing campaigns?</p> <p>Be sure to include citations for quotations and paraphrases with references in APA format and style.</p>	<p>DQ - Tuesday</p> <p>Assignment: Sunday</p>

5	<p>Recognize the value of public relations to sport organizations</p> <p>Understand how digital media in shaping current public relations practices</p> <p>Understand the importance and main modules of crisis management</p>	<p>Readings: Ch. 10 of <i>Strategic Sport Communication</i> and the following two articles.</p> <p>How Long Does Bad Content Last? https://www.jsstansel.com/underscore-social/2019/10/31/how-long-does-bad-content-last</p> <p>Don't be Scared, Be Prepared https://www.convinceandconvert.com/social-media-strategy/dont-be-scared-be-prepared-how-to-manage-a-social-media-crisis/</p> <p>Discussion: Thinking about all social media platforms. How can using social media spark a crisis situation? Give an example of a recent crisis situation involving social media and describe how it played out.</p>	DQ - Tuesday
6	<p>Clarify the legal limits on sport communication.</p> <p>Examine the influence of media on the public's perception of sport.</p> <p>Formulate ways communication can be used to improve public perception.</p> <p>Create a Communication Portfolio for a sport organization. (Portfolio submission)</p>	<p>Readings: Ch. 12 & 13 of <i>Strategic Sport Communication</i></p> <p>Week 6 Assignment (1750-2500 words)</p> <p>Final Project: Communications Strategic Plan for Internal and External Communications</p> <p>During this course, you have analyzed the use of different communication methods by several sport organizations. These methods include working with traditional media, such as newspapers, advertising and television; as well as new media, such as web sites, social media, and public relations firms. You have also learned about intrapersonal and interpersonal communication, small-group communication, and their importance within organizational and strategic communication.</p> <p>Prepare a "Communications Strategic Plan for Internal and External Communications" for the college or university. Please use an institution you have no relation with, or create a new institution for the purpose of this project. Be creative and include photos, charts, etc.</p> <p>Choose a college or university:</p> <ul style="list-style-type: none"> • Consider yourself as an employee of a sport organization's communications department for your final project. Your duties include reinforcing the importance of clear internal and external communication for the organization, and evaluating how the organization can best 	Assignment: Sunday

		<p>use the communication methods discussed in this course.</p> <ul style="list-style-type: none"> • Write a strategic plan (handbook) for distribution within the athletics department. The document must reiterate several strategic policies and propose ideas for how the organization can address the three issues outlined above. The proposal must include: <p>Introduction</p> <ul style="list-style-type: none"> • Why is effective communication necessary within the organization? • What strategic benefits can effective communication provide? • What problems could potentially arise without effective communication? <p>Media relations policies</p> <ul style="list-style-type: none"> • Explain standards for athletes and coaches when communicating with the media. • Who must make official statements to the media on behalf of the organization? • What impressions can nonverbal communication make? <p>Public relations policies</p> <ul style="list-style-type: none"> • How must crises, especially legal crises involving athletes, be handled? • How must athletes and coaches respond to crises involving teammates? • Must the organization be involved in sponsoring community events? If so, how? • How must the organization advertise? • What kind of atmosphere must the organization promote at games? How can an organization create this atmosphere? <p>Print and electronic communication</p> <ul style="list-style-type: none"> • How can the organization use the Internet to communicate with the public? • What features must be available on the organization's public web site? • What kind of message must the organization's web site disseminate? 	
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