

**Communication in Sport - SPMG 3665 (3 hours credit)**  
**Fall 2016 – Hybrid Course**

**Semester:** Fall, 2016  
**Location:** Coliseum 3009  
**Meeting Times:** MW 11:00-12:15 p.m.  
**Instructor:** Dr. Young Ik Suh  
**Office:** Coliseum 2035  
**Phone:** 678-839-6193 (Office)  
**Email:** ysuh@westga.edu

**Office Hours:** Monday 10:00 am- 5:00 pm, Wednesday: 10:00-11:00 am, 12:30-2:00 pm, 3:30-5:00 pm, Tuesday, Thursday, and Friday: by appointment, by email, phone, and discussion board

**Support for Courses:**

<b>CourseDen D2L Home Page</b> <a href="https://westga.view.usg.edu/">https://westga.view.usg.edu/</a>	<b>Student Services</b> <a href="http://uwgonline.westga.edu/online-student-guide.php">http://uwgonline.westga.edu/online-student-guide.php</a>
<b>D2L UWG Online Help</b> (M-F:8 AM – 5 PM) <a href="http://uwgonline.westga.edu/students.php">http://uwgonline.westga.edu/students.php</a> Call: 678-839-6248 or 1-855-933-8946 or email: online@westga.edu	<b>Center for Academic Success</b> <a href="http://www.westga.edu/cas/">http://www.westga.edu/cas/</a> 678-839-6280
<b>24/7/365 D2L Help Center</b> Call 1-855-772-0423 or search: <a href="https://d2lhelp.view.usg.edu/">https://d2lhelp.view.usg.edu/</a>	<b>Distance Learning Library Services</b> <a href="http://libguides.westga.edu/content.php?pid=194430">http://libguides.westga.edu/content.php?pid=194430</a>
<b>University Bookstore</b> <a href="http://www.bookstore.westga.edu/">http://www.bookstore.westga.edu/</a>	<b>Ingram Library Services</b> <a href="http://www.westga.edu/library/">http://www.westga.edu/library/</a>

**Course Description**

This course is an introduction to the communications industry and its relationship with sport. Examines issues in sport communication utilizing extensive student participation in case scenarios, role playing, and sport communication profiles. Special attention is given to topics including: historical and theoretical features of the field, personal and organizational processes, sport media, services and support systems, and sociological and legal aspects.

*Please note that this class is a hybrid course, meaning that some of our classes will be held online in CourseDen (and thus no in-class meetings on those particular days).*



### Course Objectives

Students should be able to:

1. Formulate an understanding of the sport industry and the role of sport management and sport communication in that industry.
2. Illustrate the breadth, width, and trends of professional opportunities in the communication segment of the sport industry.
3. Demonstrate the integral components, resources, techniques, and skill development necessary in preparation for a position in sport communication.
4. Comprehend the historical development and theoretical components of communication in and through sport.
5. Illustrate the Strategic Sport Communication Model (SSCM).
6. Articulate the elements and activities involved in interpersonal and organizational communication in sport.
7. Understand the various types of sport publishing and print sport communication entities within the SSCM.
8. Identify the diverse types of electronic media and expound on their overall development and coverage of sport.
9. Illustrate the Model for Online Sport Communication (MOSC).
10. Understand how sport is utilized as a means to advertise to audiences.
11. Demonstrate the value of public relations to the sport-focused organization.
12. Comprehend the various functions of research in the practical and theoretical arenas associated with sport.
13. Formulate an understanding of key sociological, cultural, political, and legal elements of sport communication.

### Tests, Readings, Instructional Resources, and References

#### **Required Readings:**

Pedersen, P. M., Miloch, K. S., & Laucella, P. C. (2007). *Strategic sport communication*. Champaign, IL: Human Kinetics.

#### **Suggested Reading Materials and Additional Selected Reading:**

Stoldt, G. Clayton, Dittmore, S. & Branwold, S. (2012). *Sport Public Relations: Managing Stakeholder communication*. Champaign, IL: Human Kinetics.

*International Journal of Sport Communication*. (2008). Champaign, IL: Human Kinetics.

Street and Smith's SportsBusiness Journal



**Required Instructional Resource:** Tk20 Subscription

These are available at the University Bookstore or at <http://westga.tk20.com/campustoolshighered/start.do>. If you have purchased a subscription previously, DO NOT re-subscribe. For more information about this resource, see [http://www.westga.edu/coe/index\\_550.php](http://www.westga.edu/coe/index_550.php). For assistance, email [tk20@westga.edu](mailto:tk20@westga.edu).

**Requirements of the Course**

**1. Examinations**

- a. The three tests (which may consist of objective items, essay questions, and case study analyses) may involve material covered in the class discussions, readings, assignments, lectures, case studies, presentations, and/or book reviews.
- b. You must notify me of a university-excused absence in **advance** if you need to miss an exam. If you are absent and have not notified me in advance of your situation, you will receive a “0” on your exam. Make-up exams – which will only be given for prior-notification and university-approved excuses (documentation) – will be reformatted but still cover the same materials as the original exams.

**2. Assignments**

**a. Description of Sport Communication**

- i. Each student has to submit a paper that is a single-spaced page. In the paper, you have to: 1) provide your own definition of sport communication; 2) describe why people use social media (i.e., Twitter, Facebook, Instagram, etc) to find sports information; 3) describe what forms of technology (in the future) can be used by sport promotion specialists to promote their sport products?

**b. Sport Blog**

- i. Create and develop sport-related blog ([www.blogger.com](http://www.blogger.com))
- ii. Detailed information (e.g., topic, issues) on sport blog will be announced.

**c. Sport Information Media Guide & Presentation (Group Project)**

- i. Your group will be required to make a sport information media guide and class presentation. Particular contents must be given based on the evaluation criteria.
- ii. Please be creative, but make sure that you are able to meet the evaluation criteria. In addition to contents, the following factors will be evaluated: 1) creativity, 2) pictures, 3) design, 4) organization, 5) using hyperlink or Excel (extra credit)

- iii. Presentation will be 10-15 minutes in length. The purpose of presentation is to share your teams’ media guide with other teams so that you can evaluate other teams’ performance. In addition, the contributions to the team project of each member of each group will be evaluated by the other members of the group according to the following dimensions: amount of work, quality of work, and reliability.

**Grade Distribution:**

<u>Class Participation/Attendance</u>	30 points
<u>Description of Sport Communication</u>	30 points
<u>Sport Blog</u>	70 points
<u>Group Project</u>	70 points
<u>Exams</u>	300 points
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	500 points

**Grade Scale**

A	90 - 100%	B	80 - 89%	C	70 - 79%
D	60 - 69%	F	below 59%		

**Attendance Policies:**

1. No more than three (3) unexcused absences will be allowed. Each additional absence will result in a twenty (20) point deduction per day.
2. Work or presentations missed on the assigned day due to an unexcused absence cannot be made up, unless otherwise cleared in advance with instructor.
3. Students who enter class after 5 minutes will not be admitted in.
4. Excused absences (see student handbook). All other excuse must be cleared with the instructor in advance. Under these circumstances the instructor may use discretion in determining the validity of the absence.

**COE Vision**

The College of Education at the University of West Georgia will be recognized for Leading a New World of Learning, with relevant and innovative programs that contribute to educational improvement and the betterment of society.

**COE Mission**

Locally connected and globally relevant, the Mission of the College of Education is to prepare graduates for meaningful careers in diverse settings. Spanning undergraduate through doctoral

study, we are committed to depth of knowledge and excellence in teaching, professional practice, and applied research.

### **Conceptual Framework**

The conceptual framework of the College of Education at UWG forms the basis on which programs, courses, experiences, and outcomes are created. With the goal of Preparing Exemplary Practitioners, our programs incorporate ten descriptors (knowledgeable, reflective, inquisitive, decisive, adaptive, proactive, leading, collaborative, culturally sensitive, empathetic), clustered into three interrelated and overlapping themes, that demonstrate our commitment to (a) Professional Excellence; (b) Field-Based Inquiry; and (c) the Betterment of Society. These themes and descriptors are integral components of the conceptual framework and provide the basis for developing exemplary practitioners who are prepared to improve schools and communities.

The vision, mission, and conceptual framework of the College of Education at UWG form the basis on which programs, courses, experiences, and outcomes are created. National and state standards (e.g., NASSM, COSMA) are incorporated as criteria against which candidates are measured. This course's objectives, activities, and assignments are related directly to the appropriate standards, as identified below.

### **Approaches to Instruction**

"This course will be delivered approximately 40% online. This requires the online equivalent of 900 minutes of instruction (seat-time) and an additional 1800 minutes of supporting activities.

As such, you will be required to complete the following online activities during this course:

Activity	Instructional Equivalent
Discussion posts	300 minutes
Audio/video instruction	200 minutes
Online assignments	400 minutes

Additionally, it is anticipated that students will need to work independently for twice the number minutes listed above to complete the online activities."

### **Course Policies and Information**

**University Policies and Academic Support:** Please carefully review the information at Common Language for Course Syllabi.

[http://www.westga.edu/assetsDept/vpaa/Common\\_Language\\_for\\_Course\\_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf).

It contains important information related to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester. In addition to the above information the following policies apply to this course.



**Academic Honesty:** All work completed in this course must be original work developed this semester. Students are expected to adhere to the highest standards of academic honesty. Plagiarism occurs when a student uses or purchases ghostwritten papers. It also occurs when a student utilizes ideas or information obtained from another person without giving credit to that person. If plagiarism or another act of academic dishonesty occurs, it will be dealt with in accordance with the academic misconduct policy as stated in the latest *Student Handbook* and the *Graduate Catalog*.

**Americans with Disabilities Act:** The official UWG policy is contained in the link to the [Common Language for Course Syllabi](#) located on the Provost's website. All students are provided with equal access to classes and materials, regardless of special needs, temporary or permanent disability, special needs related to pregnancy, etc. For more information, please contact Disability Services at the University of West Georgia: [http://www.westga.edu/studentDev/index\\_8884.php](http://www.westga.edu/studentDev/index_8884.php).

**Student Email Policy:** The official email policy is contained in the link to the [Common Language for Course Syllabi](#) located on the Provost's website.

### Center for Academic Success

The [Center for Academic Success](#) (CAS) provides services, programs, and opportunities to help all undergraduate students succeed academically. The CAS offers free appointment-based peer tutoring in core courses, as well as supplemental instruction (SI)—which is peer-facilitated collaborative learning—in a variety of disciplines. Students seeking help with study skills and strategies can attend workshops through the Academic Success Workshop series, or work individually with either a staff or peer Academic Coach. The Center for Academic Success is located in UCC 200, and can be reached at 678-839-6280 or the email address is [cas@westga.edu](mailto:cas@westga.edu).

**UWG Cares:** If you or someone you know is in a distressing situation, support is available at <http://www.westga.edu/UWGCares/>. The website contains access to helpful resources and phone numbers related to emergency or crisis situations and safety concerns, medical concerns, multicultural, psychological and personal issues and interpersonal conflict.

**Student Services:** Click on the following link [Student Services](#) for a listing of all services available to students at UWG.

### Communication Rules:

- Students are responsible for **checking your UWG Email account and CourseDen on a daily basis** to see announcements notifying you of important class news (e.g., required assignments, quizzes, exams, discussion topics, etc.).
- Students are expected to actively participate in the discussion forum and Q&A activities. Please feel free to ask and critically analyze topics that are presented to you.
- Students are expected to **submit work through Dropbox (CourseDen)**. Work or exams missed on the assigned day due to an unexcused absence cannot be made up, unless otherwise cleared in advance with instructor.



**Network Etiquette** - *Communication in an online environment takes special consideration. Consider including a list of tips as described below.*

- Be sensitive and reflective to what others are saying.
- Don't use all caps. It is the equivalent of screaming.
- Don't flame - These are outbursts of extreme emotion or opinion.
- Think before you hit the post (enter/reply) button. You can't take it back!
- Don't use offensive language.
- Use clear subject lines.
- Don't use abbreviations or acronyms unless the entire class knows them.
- Be forgiving. Anyone can make a mistake.
- Keep the dialog collegial and professional.

**TENTATIVE COURSE CALENDAR**

Week 1	Introduction / Overview
Week 2	Studying Sport Management & Communication How to Create Web Blogs
Week 3	Careers in Sport Communication Film One & Discussion (Michael Jordan's 10 Success Secrets)
Week 4	History and Growth of Sport Communication
Week 5	Exam 1
Week 6	Super Bowl and Sport Communication
Week 7	Strategic Sport Communication Model Fantasy Sports
Week 8	Organizational Communication in Sport Print Sport Communication
Week 9	Electronic and Visual Sport Communication Film Two & Discussion
Week 10	Exam 2
Week 11	Online Sport Communication and the New Media
Week 12	Sport Advertising
Week 13	Public Relations and Crisis Communication in Sport Become a sports agent
Week 14	Thanksgiving Break
Week 15	Presentation (Sport Information Media Guide)
Week 16	Exam 3