



Midwestern State University
Gordon T. & Ellen West College of Education
Media & Community Relations in Sport SPAD 5623

SYLLABUS

Course Instructor

Dr. Taylor
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Office Hours

Monday 10:30a.m. - 12:00p.m.

Class Meeting Places & Times Summer 2-21

Desire 2 Learn

Course/Catalog Description

Theoretical and practical examination of best practices and trends in media and community relations associated with the sport industry.

Required Text

APA Publication Manual, 7th Edition
Stoldt, G.C., Dittmore, S.W., & Branvold, S.E. (2021). *Sport Public Relations* (3rd Edition), Champaign, IL: Human Kinetics

Recommended

Street and Smith's *SportBusiness Journal*

Course Prerequisites

Knowledge

- There are no pre-requisites for this course. However, typically students should have a base in sport management, kinesiology, coaching or a related discipline prior to taking this course. However, this is not required and there are no pre-requisites for this course.
- Students should be experienced with the APA 6th edition citation format.
- Students should be familiar with the research databases available through the MSU library and have a working knowledge of the academic journals in the sport management discipline. To assist in your familiarity with these materials, see the Links & Resources tab on the course menu bar.

Technology Skills

SPAD 5623 – Sum_22

- MSU Texas Email Account (must be checked daily)
- Computer (Mac or Windows)
- Internet access
- [Microsoft Office \(Word, Excel, PowerPoint\)](#) or compatible programs
- Adobe [Reader](#)
- Web browser plugin(s) for audio and video (e.g., [Quicktime](#))
- Must be able to use D2L, Flipgrid, Google Docs/slides & ZOOM online platforms
- Must be able to Send/receive email
- Must be able to create, send, and receive Microsoft Word, Excel, or PowerPoint documents
- Must be able posting and responding to [discussion boards](#)
- Must be able to download audio files
- Must be able uploading photos and videos to D2L
- Must be able to download/use and attach links to Flipgrid for class assignments/presentations
- Must be able to appropriately use internet links and websites

Communication Policies

Before emailing me, make sure to follow the “Three then Me” rule. The “Three then Me” rule says that you search for your answer regarding the course in at least three other places before you email me. For example, if you have a question about an assignment, you should consult your syllabus, your grading scale or rubric, or the assignment description on D2L. Remember, check three sources before emailing me your question. It is very likely you’ll find the answer and not need to email me. If you don’t find the answer, and need clarification, feel free to email me.

During the week, I will typically respond to your emails within 12 hours. Any emails received over the weekend will receive a response no later than Tuesday by noon.

Student Email Usage

You are required to use your MSUTexas email address for **all** correspondence during this course. Check that your MSU Texas email address is the one listed in your Desire 2 Learn Personal Information. Using your MSU Texas address ensures your privacy. If you have a different email account, you can forward your MSU Texas email to that account, but I will only send and respond to e-mails sent from a MWSU address. Please make sure to include your name on any email that you send. You are required to check your MSU Texas email a minimum of 3 days per week. When you submit an email to me, please in close the course ID so I can quickly reference the class.

Netiquette

Communication online is different than that of face to face classes. Your fellow students can’t see your facial expression, hear you giggling, or notice your gestures. All of these elements significantly add to face to face communication. So, please keep this in mind when you are commenting on others ideas, giving constructive criticism on a writing project, or just interacting with the class in general. You are expected to treat others in this class with the utmost respect and professionalism. If you’re new to the online environment or if you have never taken time to learn about social rules for politeness and mutual respect in the virtual world, you should educate yourself [netiquette](#).

Although you are not face to face, you can create lasting friendships in the online environment and can certainly serve as support systems for each other as we progress through the session. You may also want to think about the fact that just because individuals take an online course, it doesn’t mean that they are necessarily at a distance from each other. During your introductions, take a minute to let others know where you’re located (but not your specific address). You may find that you live near each other and could meet to work on projects, chat about the course, etc.

Also, think about the many ways that you can collaborate and interact with the others in class. Besides a blog and the discussion board, you can send email, make phone calls, meet in a chat room, trade your papers via email or file exchange, etc. Feel free to interact! I want you to be interactive with each other.

Because we are using the Flipgrid and ZOOM platforms be cognizant of how you are dressed when presenting in either platform. If we are just meeting as a class appropriate professional dress is not

required. However, when you are presenting in either platform it is expected that you will be dressed more professionally (at a minimum business casual).

Conceptual Framework Overview

The outcomes for graduates of professional programs are based upon knowledge, skills, and dispositions in the following elements:

- Learning Environment – Graduates of West College of Education (GWCOE) create challenging, supportive, and learner-centered environments in diverse settings
- Individual Development - GWCOE demonstrate knowledge of individual differences in growth and development
- Diverse Learners - GWCOE recognize the value and challenges of individual differences:
- Collaboration, Ethics, Relationships - GWCOE develop positive relationships, use collaborative processes, and behave ethically.
- Communication - GWCOE communicate effectively both verbally and nonverbally through listening, speaking, reading, and writing.
- Professional Development - GWCOE actively engage in continuous learning and professional development.
- Strategies and Methods - GWCOE use a variety of instructional strategies aligned with content to actively engage diverse learners.
- Planning Process - GWCOE demonstrate effective planning as part of the organizations media cycle.
- Assessment - GWCOE demonstrate formative and summative techniques to plan, modify, and evaluate instruction.

Assignment Completion Policy

Assignments and activities must be completed according the instructions provided with each assignment. Failure to follow the instructions may result in an automatic grade of "F" for the assignment. ****PDF and other types of formatted documents submitted will not be graded unless specifically requested by the professor within the assignment instructions.****

General Preparation and Submission of Course Assignments and Projects Policies

Unless otherwise noted, all assignments will be submitted using block paragraph format. This means that each assignment should be typed with single line spacing. You should only double space between paragraphs. You should not indent paragraphs. You should use 11 or 12 point font in Arial or Times New Roman. All work is expected to be submitted by the set due date unless otherwise stated. You must cite and provide references in APA format (7th edition). Failure to do so will result in at least one letter grade reduction

You must cite quality academic sources in your assignments. This means more than 90% of your references should stem from refereed/peer reviewed sources. For information on the difference between a quality academic source and a popular press source, consult the course information module for an explanatory paper.

You must write using proper sentence structure and grammar. You must proofread your work and use proper spelling and punctuation. Spell check is not always sufficient. Failure to use proper grammar, spelling, and punctuation will result in a grade reduction. Assignments submitted with incomplete and run-on sentences will receive an automatic grade reduction.

All sources used in your assignments must appear on the reference page. All sources on the reference page must have appeared in the assignment. Failure to do so may result in an automatic "F."

All work must be original work and performed by each individual student. All group work must be original work by that group and performed by your group. If it is deemed that any part of a submitted document is plagiarized the student will receive a zero (0) for that assignment with no opportunity to resubmit. If after being notified of the plagiarism, the student continues to submit plagiarized documents the student will fail the course.

Assignments are graded on the basis of your adherence to the specified requirements, professional appearance, and organization of material, clarity of writing style, justification and support for your ideas, your creativity, and the comprehensiveness of the work. You should also use headings and subheadings when organizing projects and audits.

By logging onto Desire 2 Learn and by submitting each assignment, you are certifying that your work is original and that you are the individual that enrolled in the course.

Objectives

Students will:

- 1. Gain knowledge and skills in the general use of media and community relations within sports related positions.
- 2. Gain knowledge and skills necessary for the development of media sources and avenues that may be utilized in promotion of self, program and/or organization.
- 3. Gain understanding and knowledge of the importance of networking and positive community relations for a program/school/organization.
- 4. Gain knowledge and experience in planning, developing and maintaining media and positive community relations for sport and recreation entities.

Dispositions

- 1. Students will maintain a two (2) day log of their individual use of media and effectively evaluate how and why they use it as individuals.
- 2. Students will identify the various types of organizational media commonly utilized in the profession.
- 3. Students will discuss readings and other topics presented within class using the on-line discussion board or other electronic format (i.e. Flip Grid or ZOOM).
- 4. Students will gain knowledge to identify the various dimensions of corporate social responsibility that relate to the practice of sport public relations.
- 5. Students will develop a basic public relations campaign and a crisis management case study.

Assessment

Description of Evaluation	Possible Points
1. Flipgrid Introduction	10
2. News Release	30
3. Interviewing and Public Speaking	100

4. Reputation Management Flipgrid	50
6. News Value of Local/National Sport Page	60
7. Building Relationship	50
8. Crisis Management	30
Total	330

Course Calendar

Week 1 July 5 - 10

Topics: Introducing Sport Public Relations, Integrating Public Relations with Strategic Management

Readings: Chapters 1-2 (Stoldt, Dittomore & Bravold,)

Assignments: Review D2L and course syllabus
Flipgrid Introduction
New Release

Week 2 July 11 - 17

Topics: Creating Public Relations Campaigns, Using the Internet in Sport Public Relations, Developing Organizational Media,

Readings: Chapters 3-6 (Stoldt et al., 2012).

Assignments: Interview & Public Speaking
Reputation Management Flip Grid

Week 3 July 18 - 24

Topics: Managing the Sport Organization – Media Relationship

Readings: Chapter 7 (Stoldt et al.).

Assignments: News Value of Local/National Sports

Week 4 July 25 - 31

Topics: Employing News Media Tactics, Staging Interviews, News Conferences, and Media Events.

Readings: Chapters 8-9 (Stoldt et al.).

Assignments: Building Relationship Through Speaking

Week 5 Aug. 1 - 5

Topics Communicating in Times of Crisis & Demonstrating Social Responsibility

Readings: Chapter 10-12 (Stoldt et al.).

Assignments: Crisis Management Case Study

Tentative Course Assignments:

Flipgrid Course Activities: Students are required to participate in online posting to the Flipgrid. Each student will be required to make two peer review responses using the three quality comments and one question method. Discussions will focus on chapters from Stoldt, Dittmore & Branvold (2012), along with supplemental material. Flipgrid will be utilized in three assignments: Flipgrid Introduction, Reputation Management Flipgrid, and Building Relationships Through Public Speaking.

Building Relationships Through Public Speaking: Each student is to develop a document that could be used in the specific area of the sport industry each is involved in professionally. The document is in essence a speech that the student could give if given the opportunity.

Within the document, students must select a reason or need for their speech, a description of their intended audience (inclusive of securing the opportunity). The connection to the audience and their interests, how your speech relates to the organization goals and objectives, and a few potential questions the speaker might expect at the conclusion of the speech.

Interviewing and Public Speaking: Students will critique four interviews. One interview will be on John Wooden, and Donna Lopiano.

News Value of Local/National Sports Page: Each student will acquire the front page of a local and national newspaper's sport section. Identify and categorize the stories and compare the two in similarities/differences of presentation of information, writing style and message. This assignment will cover TIPCUP, timeliness, impact, prominence, conflict, unusualness, and proximity.

News Release: Students will develop a news release related to current athlete(s) in a select sport.

Tokyo Olympics Media: Students will review and report on the different types of media used at the 2021 Olympic Games.

Crisis Management Case Study: This case study will analyze how a sport organization responds to a crisis. What strategy they employed. Also, students will explore what recommendations they would give an organization based on hindsight.

Grading Procedures

A=91%	300 -330
B=80%	264 - 299
C=70%	231 - 263
F<70%	0 - 230

Assignment Deadlines

All assignments will be due by the time designated on the day they are due via D2L unless otherwise stated. NO late work will be accepted due to the time constraints of this course.

All written work must be typed and submitted through D2L unless otherwise stated by the instructor. All work should be done in Times New Roman or Aerial 11 or 12 point font. APA 7th edition formatting applies to all written work submitted and deductions will be taken for incorrect spelling, grammar, citations and references. See each individual assignment for more detail.

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ***Assignments are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.*** Computers are available on campus in various areas of the buildings as well as the Academic Success Center. **Your computer being down is not an excuse for missing a deadline!!** There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

Other Class Policies

During this course you will be expected to deal with your subject area, your instructors, your peers, and your colleagues as a professional.

Plagiarism Statement

“By enrolling in this course, the student expressly grants MSU a ‘limited right’ in all intellectual property created by the student for the purpose of this course. The ‘limited right’ shall include but shall not be limited to the right to reproduce the student’s work product in order to verify originality, authenticity, and educational purposes.” from Student Handbook

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

Notice

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Resources

Rich, K. A., Spaaij, R., & Misener, L. (2021). Theorizing Community for Sport Management Research and Practice. *Frontiers in sports and active living*, 3, 774366. <https://doi.org/10.3389/fspor.2021.774366>

Stoldt, G.C., Dittmore, S.W., & Branvold, S.E. (2021). *Sport Public Relations* (3rd Edition), Champaign, IL: Human Kinetics

Burton L. (2015). Underrepresentation of women in sport leadership: a review of research. *Sport Manage. Rev.* 18, 155–165. 10.1016/j.smr.2014.02.004

Abeza, G., O'Reilly, N., & Seguin, B. (2017). Social Media in Relationship Marketing: The Perspective of Professional Sport Managers in the MLB, NBA, NFL, and NHL. *Communication & Sport*, <https://10.1177/2167479517740343>

Filo, K., Lock, D., Karg, A. (2015). Sport and social media research: A review. *Sport Management Review*, 18, 166–181.