SPMG 3665 COMMUNICATION IN SPORT – FALL 2016

Class Meeting
Time/Location
Tuesdays and Thursdays
12:30 pm – 1:45 pm
Coliseum 3008

Online Hours
By appointment

Instructor
Dr. Markesha M. Henderson

Telephone
678-839-6149

Office Location
Coliseum 2040

Email
mhenders@westga.edu

Office Hours
Thursdays, 12:30-3:30
Wednesdays, 10-3

Social Media
Twitter:
@UWGSportsLady

Support for Courses

CourseDen D2L Home Page
https://westga.view.usg.edu/

Student Services
http://uwgonline.westga.edu/online-student-guide.php

D2L UWG Online Help (M-F: 8 AM – 5 PM)
http://uwgonline.westga.edu/students.php
Call: 678-839-6248 or 1-855-933-8946 or email:
online@westga.edu

Center for Academic Success
http://www.westga.edu/cas/
678-839-6280

24/7/365 D2L Help Center
Call 1-855-772-0423 or search: https://d2lhelp.view.usg.edu/

Distance Learning Library Services
http://libguides.westga.edu/content.php?pid=194430

University Bookstore
http://www.bookstore.westga.edu/

Ingram Library Services
http://www.westga.edu/library/

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.
The vision and mission of the College of Education at UWG form the basis on which programs, courses, experiences, and outcomes are created. National and state standards are incorporated as criteria against which candidates are measured. This course’s objectives, activities, and assignments are related directly to the appropriate standards.

COURSE INFORMATION

Course Description

This course is designed to prepare the student to make the transition from student to professional in Sport Management. Topics for discussion include the following: internship selection, application materials, interviewing skills, job search, salary negotiation, and other professional issues. Mentoring during the internship search process will be provided.

Prerequisites: Admission to Sport Management; to be taken in the semester preceding the internship or by permission of instructor – A degree audit is required to ensure all coursework will be complete at the end of the semester.

Required Text(s)

Recommended Text:

Required Instructional Resource:
Tk20 Subscription (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/academics/education/tk20-system.php. For assistance, email tk20@westga.edu.

Course References:

Approaches to Instruction

This course will be taught using face-to-face instruction and other pedagogical methods including class discussions, small group projects, and a speakers series featuring sport industry professionals.

Course Objectives and Learning Outcomes

Upon completion of this course, students will:
1) be able to critically evaluate communication concepts, ideas, and applications in various sport settings. (Conceptual Framework Descriptors: knowledgeable, reflective, inquisitive, adaptive) (COSMA CPC: Sport Marketing and Communications)

2) engage in meaningful collaboration through the exchange of sport communication ideas and information to build a learning community. (Conceptual Framework Descriptors: knowledgeable, reflective, inquisitive, proactive, collaborative, empathetic) (COSMA CPC: Sport Marketing and Communications)

3) provide constructive feedback, critique, and evaluate each other’s work to build a common body of knowledge about the concepts, ideas, and applications related to sport communication. (Conceptual Framework Descriptors: knowledgeable, reflective, inquisitive, collaborative) (COSMA CPC: Sport Marketing and Communications)

4) use your knowledge of communication concepts, ideas, and applications in various sport settings to write a comprehensive and relevant sport communication plan. (Conceptual Framework Descriptors: knowledgeable, reflective, inquisitive, decisive, adaptive, proactive, leading, collaborative) (COSMA CPC: Sport Marketing and Communications)

5) use your knowledge of communication concepts, ideas, and applications in various sport settings to accurately answer questions, analyze case studies, solve practical problems, and address real world scenarios. (Conceptual Framework Descriptors: knowledgeable, reflective, inquisitive, decisive, adaptive, proactive, leading, collaborative) (COSMA CPC: Sport Marketing and Communications)

1) Understand the internship requirements of the SPMG program (Professional Excellence)

2) Become familiar with campus and external resources for career development (Professional Excellence, Field-Based Inquiry)

3) Develop professional application materials (Professional Excellence, Field-Based Inquiry)

4) Identify various career opportunities in the sport industry (Professional Excellence, Field-Based Inquiry, Betterment of Society)

5) Develop a job search plan (Professional Excellence, Field-Based Inquiry, Betterment of Society)

6) Appreciate professionalism and proper workplace decorum (Professional Excellence, Betterment of Society)

7) Develop presentation skills (Professional Excellence, Field-Based Inquiry)

8) Articulate future career aspirations (Professional Excellence, Betterment of Society)

ASSIGNMENTS, EVALUATION PROCEDURES, AND GRADING

Work products from this course will be published on both a class blog and team blog. Students are encouraged to provide comments and feedback on the work submitted. Comments from the instructor that are evaluative in nature will be sent privately and grades will only be posted individually on Course Den.

AP Style Quiz

Associated Press Stylebook is used in the news industry as a guide for punctuation, grammar, and formatting. There is an online lecture and guidelines on Course Den. Students will study the guidelines and complete the quiz. Guidelines and a quiz will be posted on Course Den. Students will study the guidelines and complete the quiz on Course Den.

Fantasy Football Coverage
There will be a class fantasy football league. Students will be paired with another classmate to manage and contribute articles based on the activities of the league for 13 weeks. For each matchup a preview article and a recap article will be posted to the class blog. The class league information is as follows:

League Name: SPMG FA16 League
League Website: http://spmg3665fall16.league.fantasy.nfl.com
League ID: 4109021
League Password: GoWest

- The draft will be in class on Tuesday, August 16 at 1:00 pm. Teams may rank their players any time prior to the draft.
- The weekly football schedule starts on Thursday with the Thursday Night Game and ends on Monday with Monday Night Football.
- Be sure to have your weekly roster set in time for your team member to write the preview story. The preview story must be posted before the Thursday Night game kickoff (typically at 8:35 pm EST).
- Recaps must be posted to your blog by 11 pm on Tuesday following the end of play for that week (Monday Night Football).
- The regular season for our league will end Week 13. At this point all of the requirements for the class will be complete. Whoever wins the regular season is the class champion and get the Lombardi Trophy. The site will still be up for playoffs. This is strictly for fun and bragging rights. There is no obligation to continue playing.
- No blog posts are due during Fall Break and Thanksgiving Break but the preview prior to the break and the recap after the break are still due.

**Storify Article**
Students will select a current sports topic and use social media posts, videos, and web links to create a Storify article. Students will need to create their own Storify account or log in using their own social media account. An online lecture and guidelines on how to use Storify will be provided.

**Live Event Coverage**
Students will be assigned a live sporting event to cover and produce two work products – a press release and recap article. Qualifying events include UWG events and West Georgia Tech Events.

**Press Release**
Prior to the sporting event, students must write a press release previewing the event. A template for the press release is provided on course den and should contain the basic 5 W’s and H and follow AP Style rules. The press release should first be submitted to course den for evaluation and posted to the class blog with edits.

**Recap Article**
Following the sporting event, students must produce an article recapping the game. The article must include pertinent details and a photo. Articles will be posted to the class blog.

**Round Table Video**
To practice oral communication skills, students will be assigned a topic to discuss in a roundtable format for two minutes in groups of three commentators. The discussion will be recorded and will be done in one take. Recording sessions will be done on October 13 during our regularly scheduled class time. Topics will be selected from sport-related current events occurring during the news cycle and students are expected to prepare for the discussion. Notes can be used but it should not be scripted. Likewise, to assume this assignment can be improvisational is a mistake. The roundtable will be posted to the class blog. This assignment will also be assessed in Tk20. It is mandatory for all sport management majors to have a Tk20 account. Students will not earn points for this assignment if they do not have Tk20.
Feature Story
Students will select a topic and produce a feature story. The feature must highlight a news event, person, or be of human interest. The feature story must be posted to Blogger and include an image either taken by the student or from another source (with proper photo courtesy). It will be necessary to do newsgathering to obtain the elements for this story, which may include conducting an interview, doing research, and compiling information from multiple sources.

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<thead>
<tr>
<th>Experience</th>
<th>Due Date</th>
<th>Format</th>
<th>Points Possible</th>
<th>Points Achieved</th>
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<tbody>
<tr>
<td>Course Engagement</td>
<td>On-going</td>
<td>Live and Online</td>
<td>20 points</td>
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<tr>
<td>AP Style Quiz</td>
<td>Aug 23</td>
<td>Submit via Course Den</td>
<td>10 points</td>
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<tr>
<td>Fantasy Football Blog Posts</td>
<td>See Blog Post Schedule</td>
<td>Post to Class Blog</td>
<td>60 points (10 points each)</td>
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<tr>
<td>Storify</td>
<td>Sept 6</td>
<td>Post to Class Blog</td>
<td>10 points</td>
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<tr>
<td>Round Table Video</td>
<td>Record September 29</td>
<td>Participate Live</td>
<td>20 points</td>
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<tr>
<td>Live Event Press Release</td>
<td>Due 2 days prior to event</td>
<td>Submit via Course Den</td>
<td>20 points</td>
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<tr>
<td>Live Event Recap Article</td>
<td>Due 2 days after event</td>
<td>Post to Class Blog</td>
<td>30 points</td>
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<tr>
<td>Feature Story</td>
<td>December 1</td>
<td>Post to Class Blog</td>
<td>30 points</td>
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<td><strong>Total Points</strong></td>
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<td><strong>200 points</strong></td>
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All assignments are due at the time listed and according to the submission method listed. Any assignment not received at the deadline will be considered late.

**Grading Scale:**  
- A = 90% - 100%,  
- B = 80% - 89%,  
- C = 70% - 79%,  
- D = 60% - 69%,  
- F = 59% and Below

**CLASS, DEPARTMENT, AND UNIVERSITY POLICIES**

For important policy information on the UWG Honor Code, Email, and Credit Hour policies, as well as information on Academic Support and Online Courses, please review the information found in the Common Language for Course Syllabi documentation at [http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf). Additions and updates are made as institution, state, and federal standards change, so please review it 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: 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.

Attendance:
Attendance at all class sessions is mandatory. Unexcused absences will result in a grade reduction. The following reasons are considered excused absences if accompanied with appropriate documentation:
1) Death or major illness in a student’s immediate family,
2) Illness of a dependent family member,
3) Participation in legal proceedings or administrative procedures that require a student’s presence,
4) Religious holy day,
5) Illness that is too severe or contagious for the student to attend class (as documented by a physician),
6) Required participation in military duties,
7) Participation in job or graduate school admissions interview
8) Participation in an activity in which the student is representing the University of West Georgia.

Late Work: All initial deadlines are firm. Deadlines for revisions and drafts will be communicated on returned work. You will not receive credit for assignments until work is completed in a satisfactory manner.

Extra Credit: There is no extra credit given in this class. Substitute assignments will be considered on a case-by-case basis.

Professional Conduct: Students are expected to (1) arrive on time, (2) have prepared for class and did all required readings, (3) engage in classroom discussions and activities, and (4) be respectful of their fellow classmates and the opinions of others. Students should take care to ensure that cell phones and other electronic devices are turned off and put away during class.

This course requires students to attend live sporting events to write articles and provide coverage. While attending in this capacity, the student is no longer a fan but a member of the press. Cheering, loud talk, and other behavior suitable for sitting in the stands is not proper conduct while sitting in the press box or press row. Students should also come dressed appropriately, business casual is fine. Those who fail to conduct themselves appropriately will receive a zero on the assignment.

Additional Support Information

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 though 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.

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
Visit http://uwgonline.westga.edu/online-student-guide.php for a listing of all services available to students at UWG.

Communication Rules

Student Email Policy:
University of West Georgia students are provided a MyUWG email account, which is the official means of communication between the University and student. It is the student’s responsibility to check this email account for important University related information. Students are also encouraged to regularly check Course Den to monitor grades and receive course related announcements.

Instructor Correspondence:
Email is the preferred correspondence for a more immediate response. Correspondence to the Internship Instructor must be sent to the westga.edu email listed on page 1 of the syllabus. Do not send emails via Course Den.
Class Outline (Subject to Adjustment)

CLASS OUTLINE
Topics and Assigned Readings
Students will engage in each module consisting of attending “newsroom meetings” on Tuesdays, course readings and research, review of online lectures and demos, quizzes, and both online and face-to-face discussions. Modules will begin on Tuesdays and end the following Monday. Preview stories are due to the class blog on Thursdays before kickoff. Recap articles are due to the class blog on Tuesdays by 11 pm.

Module 1: Course Introduction – Thursday, August 11, 2016
Overview of Syllabus; Assignment of Fantasy Football Teams

Module 2:
August 16 – Fantasy Football Orientation and Draft – Coliseum Computer Lab
August 18 – Creating Blog Entries – Coliseum Computer Lab
Fantasy Football Draft on Monday, August 31 – Team administration in class on Tuesday, September 1
Readings: NFL Fantasy Football Help and FAQ: http://www.nfl.com/fantasyfootball/help

Module 3:
August 23 Sports Writing and Reporting – Part I
August 24 Sports Writing and Reporting – Part II
Readings: Articles on Course Den
Assignment: AP Style Quiz due in class on Aug 23

Module 4:
August 30: Social Media and Technology
September 1: No Class
Assignment: Storify article due to class blog Tuesday September 6

Module 5:
September 6: Strategic Sport Communication Model
September 8: Independent Work Day
Fantasy Football Week 1
Assignments: Storify article due to class blog Friday, September 25 by 11 pm

Module 6:
September 13: Public Relations Campaigns
September 15: Independent Work Day
Fantasy Football Week 2

Module 7:
September 20: Media Relations
September 22: Independent Work Day
Fantasy Football Week 3

Module 8:
September 27: Interviews, News Conferences, and Media Events
September 29: - Record roundtable discussion – By appointment
Fantasy Football Week 4
Assignments: Round Table Discussion
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<tr>
<th>Module 9:</th>
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<tr>
<td>October 4: Crisis Management</td>
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<td>October 6: No Class – Fall Break</td>
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Fantasy Football Week 5 – No Preview Due – Recaps only on October 11

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<th>Module 10:</th>
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<td>October 11: Unmediated Communication Tactics</td>
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<td>October 13: Independent Work Day</td>
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Fantasy Football Week 6

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<th>Module 11:</th>
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<td>October 18: Social Responsibility</td>
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<td>October 20: Independent Work Day</td>
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Fantasy Football Week 7

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<th>Module 12:</th>
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<td>October 25: Internal and External Publics</td>
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<td>October 26: Independent Work Day</td>
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Fantasy Football Week 8

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<th>Module 13:</th>
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<td>November 1: Legal and Ethical Dimensions</td>
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<td>November 3: Independent Work Day</td>
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Fantasy Football Week 9

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<th>Module 14:</th>
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<tr>
<td>November 8: Legal and Ethical Dimensions</td>
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<td>November 10: Independent Work Day</td>
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Fantasy Football Week 10

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<th>Module 15:</th>
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<tr>
<td>November 15: Legal and Ethical Dimensions</td>
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<td>November 17: Independent Work Day</td>
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Fantasy Football Week 11

**Readings:** Stoldt Chapter 15  
**Online Lecture:** Legal and Ethical Dimensions of Sport Public Relations

**No Classes November 21-25 – Thanksgiving Break**

**No Week 10 Recap or Week 11 Previews Due for Fantasy Football**

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<tr>
<th>Module 12:</th>
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<tr>
<td>November 29: Course Wrap Up</td>
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<td>December 1: Independent Work Day</td>
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Fantasy Football Week 12

**Assignments:** Feature Story due by Tuesday, December 1 at 5pm