

Syllabus

Course Title: RSA 521 Public Relations in Sport & Recreation

Time/Location: WEB

Instructor: Dr. Tricia Jordan, Ph.D.

Office/Hours: SSE 1023
By Appointment
Mon/Wed 9 a.m. - 1:00 p.m., Tues/Thurs 11 a.m. - 12:30 p.m.,
Friday: By Appointment

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Course Description

Specialized application of effective communication techniques for building relationships with internal and external constituencies that support marketing from the general practice of public relations.

Text Book

Required:

Stoldt, G.C., Dittmore, S.W., & Branvold, S.E. (2012). *Sport public relations: Managing stakeholder communication* (2nd ed.). Human Kinetics.

ISBN-10: 0-7360-9038-X

(and)

Please Note: throughout the semester, additional articles and/or support material will be provided to you within the learning module as a PDF file attachment.

COURSE GOALS:

Upon completion of this course, the student should be able to:

- Describe the nature of sport public relations.
- Describe reputation management in sport and how sport organizations may use public relations programs to foster desirable relationships with key publics.
- Describe the purpose and benefits of internal public relations programs directed at employees and investors.
- Describe the purpose and benefits of external public relations programs designed for customers, donors, and regulators.
- Describe the legal and ethical considerations relevant to sport public relations.
- Describe crisis communication and the steps in the development of organization crisis communication plans.

Course Assignments

1. Participation/Attendance

Class attendance will be monitored via blackboard. All students are expected to complete assigned readings and review course PowerPoint presentations related to weekly reading assignments.

2. Student Profile

Your first assignment is to introduce yourself to your classmates. Each student is required to complete a profile in the discussion board area of Blackboard. A discussion board has been created labeled "Student Profiles". You are to access this forum and create a thread whereby you can put the information requested below. When you create the thread for your profile, make sure to name the thread using your full name. For example, if I were creating a thread for myself I would name the thread Tricia Jordan.

Develop a ***well written post*** providing the following information and answering the questions below:

- Full Name
- A phone number where others might reach you (if it's a cell phone, indicate whether you text or not)?
- Email address you check frequently
- What types of sports/activities you like or participate in most?
- What do you see yourself doing in 5 years (i.e., what are your professional goals)?
- Where is your hometown?
- Where is home now?
- Do you have siblings?
- Married, Children?
- Favorite Food?
- Favorite Sport?
- Month and Day of your birth (no need to ask personal question like year)?

3. Reading Assignment Outlines

Each student will complete a summary of the reading assignment. The outline should cover material assigned in the week's learning module (text chapter assigned or supplement source provided by the instructor within the learning module). The outline should highlight any part of the reading assignment the student feels is of particular interest to their professional development. Outlines will be reviewed for quality and completeness.

Typing Directions:

- Double Space
- Size 12 Times New Roman Font
- One Inch Margins Right, Left, Top, and Bottom
- Length: 1-2 pages
- APA format reference citation
- You do not need a cover page

4. Journal Article Summary Blog

Each student will sign up (via discussion board thread) to complete one (1) journal article summary blog. These articles should relate to the topic we are reviewing during the week. Journal articles must be from Peer Reviewed/Academic Journals in sport, recreation, public relations, event management, or related field. Directions for this assignment are posted on Blackboard.

All students should sign up for the weeks they would like to share their summary with the class to the discussion board. See the course calendar for the sign up deadline.

5. Organization Corporate Reputations Review

Part 1: Organization Introduction

Briefly introduce your selected organization. Include a brief review of the organization's history, description of product or services, mission, vision, and values, current organizational chart, and description of facilities.

Part 2: Reputation Review

Using the Corporate Reputation Quotient developed by Fombrum, Gardberg, and Sever (1999) and examined in chapter two, each student will select one (1) sport organization and complete a reputation review.

As part of your review, use appropriate sources from scholarly journals, trade journals, books, newspapers, magazines, newspapers, and other sources. Each review should evaluate the organization used the six reputation quotient drivers and driver attributes. Include appropriate support information for each driver. The completed document should include in-text citation reference list. Use APA format for all citations.

Document Typing Directions Organization Corporate Reputation Review:

- Double Space
- Size 12 Times New Roman Font
- One Inch Margins Right, Left, Top, and Bottom
- Use of Appropriate Headings Levels
- Cover Page
- APA Format (reference citations)
- Document Length: 8-10 pages **not** include cover page, abstract, or reference list

6. Public Relations Research Project

Students will independently investigate a topic related to public relations in the fields of recreation or sport. The student will find relevant literature on the topic of the student's choice from scholarly journals, books, newspapers and other appropriate sources. Please not do not use *Wikipedia*.

Part 1: Topic Identification and Partial Reference List

Each student will submit a topic along with a partial reference list (in APA format).

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See the course calendar for due date.

Typing Directions Part One:

- Topic identified in one paragraph description
- APA formatted reference list (Note: 4-5 different references to begin)
- Double -spaced, Times New Roman Font, size 12, one-inch margins
- No Cover Page Needed
- Attached as a Microsoft Office Word Document (file extension .doc or .docx)

Part 2: Final Term Paper

The final term paper with cover page and final reference list is due at the end of the semester.
See the course calendar for due date.

Body and Typing Directions Part Two:

- At least ten (10) full pages double-spaced not including cover page, abstract, and references.
- Use APA format for all reference citations (Note; Final paper should included 8-10 different)
- The paper should be double spaced, 1-inch margins
- Times new roman font size 12
- Attached as a Microsoft Office Word Document (file extension .doc or .docx)

Grading Criteria/Grading Scale

Student Profile	25
Reading Assignment Summary (12 @ 25 points each)	300
Journal Article Summary Blog	100
Organization Corporate Reputation Review	100
Public Relations Research Topic & Partial Reference List	10
Public Relations Research Project	<u>100</u>
Total Points	635

A = 90%, B = 80%, C = 70, D = 60, F = 59%

Expectations

I expect students to do their own work on all graded material submitted for the course. Assignments may be electronically checked for plagiarism. In order to accomplish the task set before this course, everyone will need to do the tasks set before them and not expect someone else to accomplish the work. Additionally, please be respectful of other's opinions when communicating through course discussion boards.

Academic Honesty

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“Following the procedures of due process, if the WKU Student Code of Conduct is violated, the responsible parties will go through the University’s judicial process, which is intended to be a fair and educational experience. Any WKU student may be expelled, suspended, placed on probation or given a lesser sanction for one or more of the following causes:

1. **Dishonesty.** Dishonesty, such as cheating, plagiarism, misrepresenting of oneself or an organization, knowingly furnishing false information to the University, or omitting relevant or necessary information to gain a benefit, to injure, or to defraud is prohibited. “

http://www.wku.edu/handbook/2009/index.php?option=com_content&view=article&id=51:code-of-student-conduct&catid=35:student-code&Itemid=54

ADA Accommodation

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, room 1074 of the Student Success Center. The phone number is 270.745.5004 or email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a letter of accommodation from The Student Accessibility Resource Center.

Title IX/Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU’s Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and

Discrimination and Harassment Policy (#0.2040) at https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf. Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and MUST report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s [Counseling and Testing Center](#) at 270-745-3159.

Writing Center Assistance

The Writing Center is located in Cherry Hall 123 on the Bowling Green campus and also offers online consultations for students who live at a distance or who cannot visit during our operating hours. Our writing tutors have been trained to provide helpful feedback to students at all phases of a writing project: they can *help you* brainstorm ideas, structure your essay, clarify your purpose, strengthen your support, and edit for clarity and correctness. But they will not revise or

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edit the paper *for you*. See instructions of the website www.wku.edu/writingcenter for making online or face-to-face appointments. Or call (270) 745-5719 during our operating hours (also listed on our website) for help scheduling an appointment.

Student Athletes

If you belong to a WKU athletic team and will miss class due to travel for games, please submit the dates you will miss by the end of the second week. You are responsible for turning in any assignments that may be due during your absence before you leave unless other arrangements have been made with the instructor. Group work should be dealt with prior to any absence as well. This principle applies to other students required to miss class as well.

The Learning Center

www.wku.edu/tlc

(270) 745-6254

Should you require academic assistance with your WKU courses, The Learning Center (located in the Downing Student Union, A330) provides free supplemental education programs for all currently enrolled WKU students. TLC @ Downing Student Union and TLC @ FAC offers certified, one-on-one tutoring in over 200 subjects and eight academic skill areas by appointment or walk in. Online tutoring is offered to distance learners. TLC is also a quiet study area (with side rooms designated for peer-to-peer tutoring) and offers a thirty-two machine Dell computer lab to complete academic coursework. Additionally, TLC has four satellite locations. Each satellite location is a quiet study center and is equipped with a small computer lab. These satellite locations are located in FAC, Douglas Keen Hall, McCormack Hall, and Pearce Ford Tower. Please contact TLC @ Downing Student Union for more information or to schedule a tutoring appointment.

The following is intended to serve as a tentative schedule. I reserve the right to adjust this schedule as deemed necessary.

	Week of	Reading Assignments	Due Dates
1	Feb 4	1. Chapter 1 Introducing Sport Public Relations (and) 2. Pratt 2013 Integrated Impression Management in Athletics (PDF file provided in learning module)	<u>Student Profile</u> Due: Thursday (2/7) at 6:00 p.m. CST <u>Reading Assignment Summary</u> Due: Sunday (2/10) at 6:00 p.m. <u>Journal Review Blog</u> Due: Friday (2/8) at 6:00 p.m. CST (If your week)
2	Feb 11	Chapters 2 Integrating Public Relations with Strategic Management	<u>Reading Assignment Summary</u> Due: Sunday (2/17) at 6:00 p.m. CST <u>Journal Review Blog</u> Due: Friday (2/15) at 6:00 p.m. CST (If your week)
3	Feb 18	Chapters 3 Creating Public Relations Campaigns	<u>Journal Article Sign-Ups Submission Deadline</u> Thursday (2/21) at 6:00 p.m. CST <u>Reading Assignment Summary</u> Due: Sunday (2/24) at 6:00 p.m. CST <u>Journal Review Blog</u> Due: Friday (2/22) at 6:00 p.m. CST (If your week)
4	Feb 25	1. Pedersen et al. Chapter 8 Digital, Mobile, and Social Media in Sport (PDF file provided in learning module) (and) 2. Sport & Social Media Keeping up with...(PDF file provided in learning module) (and) 3. Brown & Sanderson Article (PDF file provided in learning module)	<u>Reading Assignment Summary</u> Due: Sunday (3/3) at 6:00 p.m. CST <u>Journal Review Blog</u> Due: Friday (3/1) at 6:00 p.m. CST (If your week)
5	Mar 4	Spring Break	Spring Break
6	Mar 11	1. Chapter 5 Developing	<u>Reading Assignment Summary</u>

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		Organizational Media (and) 2. Chapter 6 Media Relationships	Due: Sunday (3/17) at 6:00 p.m. CST <u>Journal Review Blog</u> Due: Friday (3/15) at 6:00 p.m. CST (If your week)
7	Mar 18	1. Chapter 7 Managing Sport Organization Media Relationships (and) 2. Chapter 8 Employing News Media Tactics	<u>Organization Corporate Reputation Review</u> Due: Thursday (3/21) at 6:00 p.m. CST <u>Reading Assignment Summary</u> Due: Sunday (3/24) at 6:00 p.m. CST <u>Journal Review Blog</u> Due: Friday (3/22) at 6:00 p.m. CST (If your week)
8	Mar 25	Chapter 9 Staging Interviews, News Conferences, and Media Events	<u>Research Project Topic with Partial Reference List</u> Due: Thursday (3/28) at 6:00 p.m. CST <u>Reading Assignment Summary</u> Due: Sunday (3/31) at 6:00 p.m. CST <u>Journal Review Blog</u> Due: Friday (3/29) at 6:00 p.m. CST (If your week)
9	Apr 1	1. Chapter 10 Communicating in Times of Crisis (and) 2. Walsh & McAllister 2011 Article (PDF file provided in learning module) (or) 3. Weich 1993 Article (PDF file provided in learning module)	<u>Reading Assignment Summary</u> Due: Sunday (4/7) at 6:00 p.m. CST <u>Journal Review Blog</u> Due: Friday (4/5) at 6:00 p.m. CST (If your week)
10	Apr 8	1. Chapter 11 Exploring Unmediated Communication Tactics (and) 2. Measuring the effectiveness of speakers programs (PDF file provided in learning module)	<u>Reading Assignment Summary</u> Due: Sunday (4/14) at 6:00 p.m. CST <u>Journal Review Blog</u> Due: Friday (4/12) at 6:00 p.m. CST (If your week)

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11	Apr 15	Chapter 12 Communicating with External Publics &	<u>Reading Assignment Summary</u> Due: Sunday (4/21) at 6:00 p.m. CST <u>Journal Review Blog</u> Due: Friday (4/19) at 6:00 p.m. CST (If your week)
12	Apr 22	Chapter 13 Communicating with Internal Publics	<u>Reading Assignment Summary</u> Due: Sunday (4/28) at 6:00 p.m. CST <u>Journal Review Blog</u> Due: Friday (4/26) at 6:00 p.m. CST (If your week)
13	April 29	1. Chapter 14 Demonstrating Social Responsibility (and) 2. Do fans care: Assessing the influence of CSR on consumer attitudes in sport industry (PDF file provided in learning module)	<u>Reading Assignment Summary</u> Due: Sunday (5/5) at 6:00 p.m. CST <u>Journal Review Blog</u> Due: Friday (5/3) at CST (If your week)
14	May 6		<u>Public Relations Research Project</u> Due: Tuesday (5/7) at 6:00 p.m. CST