



School of Kinesiology Recreation & Sport

SUMMER 2020 - SPM 315: SPORT COMMUNICATION Sport (WEB COURSE)

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COURSE DESCRIPTION:

This course has been developed to introduce the student to the management of communication and public relations within sport.

COURSE OBJECTIVES:

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

1. Develop a knowledge base pertaining to the current trends, industry demands, and professional opportunities upon which they can build a career in some area of sport communication.
2. Understand and analyze sport communication theory.
3. Identify, discuss, and analyze the elements that comprise the Strategic Sport Communication Model (SSCM).
4. Recognize issues relating to sociological and legal sport communication.
5. Demonstrate an appreciation of diversity through use of unbiased language and an inclusive approach to sport communication.
6. Further develop skills necessary to be successful in the sport communication industry.
7. Synthesize the information learned throughout the course into a final project and presentation.

TEXT BOOK:

Pedersen, P.M., Laucella, P.C., Kian, E.D., & Geurin, A.N. (2017). Strategic Sport Communication. (2nd ed). Champaign, IL: Human Kinetics Publishing.
ISBN-13: 97807306524

Additional readings will be assigned throughout the semester. This course will require journal readings in management and leadership. Students are encouraged to have a copy of the AP Manual 7th Edition.

METHOD OF EVALUATION & DUE DATES:

Syllabus & APA Quiz	Students will take a quiz after reading through the syllabus and APA help PowerPoint. Writing is important in Sport Communication so students will be expect to follow directions and adhere to guidelines.	10 points
Exams (3 @ 70 points each)	Students will take three (3) exams in this course (one per module). Exams will be worth 70 points each and will include multiple choice, true/false, and short answer questions. Students will have 80 minutes to complete the exam. More information will be provided on the course site.	210 points
Blog Reflection Posts (10 points per post)	Students will write three (3) blog posts to reflect on course material. More information will be provided on the course site.	30 points
Competition Story Assignment	For this assignment, students are asked to develop a competition story (gamer or game re-cap) blog that will be released on their team's website. Each student will develop and post one (1) blog. More information will be provided on the course site.	50 points
Hometown Release Assignment	Students will assume the role of Sports Information Director and develop a (fictional) hometown release story on one of their athletes. More information will be provided on the course site.	50 points
Journal Article Reflection	Students will select one (1) of four (4) articles and develop a paper that addresses the purpose of the article, identifies the key question(s) the author is attempting to answer, and discussing important information in the article as it relates to sport communication. More information will be provided on the course site.	50 points
Total Points		400 points

COURSE MODULES:

All course material will be available through Blackboard. The course is divided into three (3) course modules. Each course module will contain activities and quizzes to be completed during the time the module is open for completion. Only one module will be open at a time. The complete semester schedule will be available and posted on Blackboard before the start of the course. All modules are due by midnight on the due date.

ITEM	OPEN DATE	DUE DATE
Module 1	June 8	June 17
Module 2	June 17	July 1
Module 3	July 1	July 10

NOTE: I will not accept any work after the module for that work is due. You have all assignments ahead of time and can work ahead if you wish.

IMPORTANT: I will ONLY accept assignments that are written in Microsoft Word. You will receive a zero for the assignment if it is not uploaded in Microsoft Word. **BLOG POSTS need to be typed in the actual blog. I will not grade posts that include an attachment; the substance must be typed in the post or the grade will be a zero.**

TITLE IX MISCONDUCT/ASSAULT STATEMENT:

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.

STUDENT DISABILITY SERVICES:

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, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at <mailto:sarc.connect@wku.edu>. Please do not request accommodations directly from the professor or instructor without a Faculty Notification Letter (FNL) from The Student Accessibility Resource Center.

GRADING/POSTING OF GRADES/CHECKING GRADES:

My role as an instructor includes evaluating and assigning grades for work completed by students. I believe students deserve to receive grades in a timely manner during the course. As a **general guideline**, I will post grades for your assignments within **approximately** 1.5 weeks of their respective **due dates** (not the submission date as I usually grade assignments as a group after the due date). The grading may be earlier some weeks and a little later other weeks, but on **average** your grades should be up within 1.5 weeks of the due date.

It is a student's responsibility to successfully submit all assignments on time and to confirm via Blackboard that the assignment has been submitted before the deadline. Confirmation of submission (for assignments, quizzes, exams processed in Blackboard) is accomplished by checking Blackboard for a score for a quiz or exam or an "!" or score for an assignment.

Students are to keep a copy of all assignments submitted at least until their final course grade has been posted. Blackboard is not immune to crashing, losing, or corrupting files. Having a backup is a good thing.

E-MAIL CORRESPONDENCE:

The University will use students' WKU e-mail addresses exclusively for all university communication. Students may forward their WKU e-mail to another e-mail address. Blackboard is designed to use WKU addresses.

*****For e-mail please use the following subject line: [SPM 315] Your Last Name - Subject*****

EXPECTATIONS:

I expect students to do their own work on all graded material submitted for all course requirements. Assignments may be electronically checked for plagiarism. Additionally, occasional checks will be completed to make sure that assignments are submitted on individual IP locations.

ACADEMIC HONESTY:

Don't cheat. You will fail the course.

There is no group work in this course. **ALL** assignments need to be completed individually. I use Safe Assign to check all assignments; if I find assignments that are similar, based on the Safe Assign report, each offending student will receive a zero for the assignment. Continued offenses may result in failing the course.

Please refer to the WKU Student Handbook for details: [Student handbook](#)

All papers and assignments (excluding Blog Posts) must be written in APA style in Microsoft Word. If sources are used, students must include those sources in a reference list, formatted for APA. For tips on how to do this, visit the [Owl Purdue](#) website.

The instructor reserves the right to make necessary changes to the syllabus, course schedule, and learning activities during the course. Students will be notified in advance of any such changes.