

Department Name and Number _____

Recommended SCNS Course Identification

Prefix ____ Level ____ Course Number ____ Lab Code ____

Full Course Title _____

Transcript Title (please limit to 21 characters) _____

Effective Term and Year _____ Rotating Topic yes no

Amount of Credit ____ Contact Hour: Base ____ or Headcount ____ S/U Only yes no

Repeatable Credit yes no If yes, ____ total repeatable credit allowed

Variable Credit yes no If yes, ____ minimum and ____ maximum credits per semester

Course Description (50 words or less)

Prerequisites	Co-requisites
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Degree Type (mark all that apply) Baccalaureate Graduate Professional Other _____

Category of Instruction Introductory Intermediate Advanced

Rationale and place in curriculum

Department Contact	Name	Phone	Email
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College Contact	Name	Phone	Email
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All UCC1 forms and each UCC2 form that proposes a change in the course description or credit hours must include this checklist in addition to a complete syllabus. Check the box if the attached syllabus includes the indicated information.

Syllabus MUST contain the following information:

Instructor contact information (and TA if applicable)

Course objectives and/or goals

A weekly course schedule of topics and assignments

Required and recommended textbooks

Methods by which students will be evaluated and their grades determined

A statement related to class attendance, make-up exams and other work such as: "Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>."

A statement related to accommodations for students with disabilities such as: "Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation."

Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the appropriate undergraduate catalog web page:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

A statement informing students of the online course evaluation process such as: "Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu>.

It is recommended that syllabi contain the following information:

1. Critical dates for exams and other work
2. Class demeanor expected by the professor (e.g., tardiness, cell phone usage)
3. UF's honesty policy regarding cheating, plagiarism, etc. Suggested wording: UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.
4. Phone number and contact site for university counseling services and mental health services: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>
University Police Department: 392-1111 or 9-1-1 for emergencies.

The University's complete Syllabus Policy can be found at: http://www.aa.ufl.edu/Data/Sites/18/media/policies/syllabi_policy.pdf

MMC 2XXX: Introduction to Media and Sports

Instructor: Dr. John W. Wright
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jwright@jou.ufl.edu
352-392-1975

Overview and Objectives:

This one-hour course is designed to provide introductory study and analyses of sports professions relative to opportunities, responsibilities and current issues involving sports media professionals. Topics include distinctions among careers in sports media, including sports journalism and communications, values, ethics and issues related to race, gender and sexual orientation, sports and data and emerging media.

Sports related industries account for over \$200 billion in spending in the United States alone, with an upward trajectory, and there is an increasing need for highly trained and educated professionals in sports journalism and communications and for a better understanding in society of the relationship between sports and the various media. This course will provide a critical basis for creating this understanding as well as introductory knowledge relevant to the various sports media professions. The course, with emphasis on sports journalism and communications, will be required for all students to complete the College's proposed undergraduate Certificate in Sports and Media.

Objectives and Course Goals Include:

- (1) to develop understanding and ability to distinguish among the various sports communications professions
- (2) to provide basic knowledge of the responsibilities and skills necessary for sports journalists and sports communications professionals
- (3) to understand basic issues related to ethical practices in sports media professions
- (4) to increase awareness of issues related to race, gender and sexual orientation in sports media
- (5) to establish introductory knowledge of the business of sports and media
- (6) to establish understanding of a wide variety of sports and sports events with respect to media coverage
- (7) to be able to distinguish differences in professional and amateur sports with respect to media coverage

Credit Hours: 1

Course Pre-requisites: None

Required Textbook: Field Guide to Covering Sports. Joe Gisondi. Sage Publishing, 2011.

Additional readings will be assigned from online sources.

Attendance Policy: Attendance in the class is required and critically important. Excused absences include approved UF attendance exceptions. In all instances of excused absences the instructor and student will work out a plan for completing missed assignments.

Attendance otherwise is expected unless the student is ill. In case of illness, the instructor should be notified in advance and a physician's note may be required. Each unexcused absence will result in a deduction of 3% from the students final percentage score. Requirements for class attendance and make-up exams, assignments and other work in this course are consistent with UF policies which can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Academic Integrity: UF students are bound by the Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Students with Disabilities: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

Course Evaluations: Students are expected to provide feedback on the quality of Instruction in this course based on a minimum of 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last three weeks of the semester, but students will be given specific times when they are open. Summary results of these evaluations are available to students at the above website.

Course Grading Components:

Class Participation	20%
Quizzes	40%
Career Perspective Paper	40%

Quizzes will be given at the outset of each class session focusing on principles from the text and other course readings and content from the previous class.

The Career Perspective Paper will challenge students to integrate course material from the semester into a well-written, detailed description of a career aspiration related to sports media. The paper will include an assessment of abilities for such a position, and logistical, ethical, professional and cultural considerations, based on course content.

Grading will be numerical on the following scale.

Grading Scale:	A	(93-100%)
	A-	(90-92.99%)
	B+	(87-89.99%)
	B	(83-86.99%)
	B-	(80-82.99%)
	C+	(77-79.99%)
	C	(73-76.99%)
	C-	(70-72.99%)
	D+	(67-69.99%)
	D	(63-66.99%)
	D-	(60-62.99%)
	E	(under 60%)

Course Schedule

Week One

Introduction to the course, discussion of syllabus, and tour of College of Journalism and Communications multimedia properties

Week Two

Careers in media related to sports at the local, national and international level

Week Three

Significant issues and challenges facing media and sports, and the impact of social media

Week Four

Ethics and sports media, case studies including race, gender and sexual orientation

Week Five

Sports journalism – Working sports journalist guest speaker

Week Six

Sports communication – Working sports communication/information professional guest speaker

Week Seven

Media and sports management and ownership – Owner or high-level management guest speaker

Week Eight

Distinguishing sports media roles in various sports: football, baseball

Week Nine

Distinguishing sports media professional roles and responsibilities in various sports: basketball, tennis, hockey

Week Ten

Distinguishing sports media professional roles and responsibilities in various sports: auto racing, soccer, track & field

Week Eleven

Distinguishing sports media professional roles and responsibilities in various sports: tennis, volleyball, golf, rugby

Week Twelve

Distinguishing sports media professional roles and responsibilities in various sports: lacrosse, swimming and diving, gymnastics

Week Thirteen

Legal issues in sports media, case studies, guest speaker

Week Fourteen

Challenges of working with local, national and international sports figures and celebrities

Week Fifteen

Increasing role of numbers and data in sports media

Week Sixteen

Distinguished speaker, national/international perspective, selected by students (in class or Skype)