

# Cover Sheet: Request 10612

## 3xxx Sport Communication

### Info

Process	Course New Ugrad/Pro
Status	Pending
Submitter	Eberhart, Sarah seberhart@hhp.ufl.edu
Created	12/7/2015 11:32:58 AM
Updated	12/9/2015 4:11:30 PM
Description	Instruction, analysis and training in the principles and practice of public relations in sports organizations. Emphasis is on media relations and skills essential for sport communication professionals, including handling media interactions across platforms, problems, crises, and integration of positive communications strategies with strategic goals of sports organizations.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	HHP - Tourism, Recreation and Sport Management 012602000	Sagas, Michael		12/7/2015
No document changes					
College	Approved	HHP - College of Health and Human Performance	Janelle, Christopher M		12/9/2015
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/9/2015
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

# Course|New for request 10612

## Info

**Request:** 3xxx Sport Communication  
**Submitter:** Eberhart, Sarah seberhart@hhp.ufl.edu  
**Created:** 12/7/2015 11:32:58 AM  
**Form version:** 1

## Responses

**Recommended Prefix:** SPM  
**Course Level :** 3  
**Number :** xxx  
**Lab Code :** None  
**Course Title:** Sport Communication  
**Transcript Title:** Sport Communication  
**Effective Term :** Earliest Available  
**Effective Year:** Earliest Available  
**Rotating Topic?:** No  
**Amount of Credit:** 3  
**Repeatable Credit?:** No  
**S/U Only?:** No  
**Contact Type :** Regularly Scheduled  
**Degree Type:** Baccalaureate  
**Weekly Contact Hours :** 3  
**Category of Instruction :** Intermediate  
**Delivery Method(s):** On-Campus  
**Course Description :** Instruction, analysis and training in the principles and practice of public relations in sports organizations. Emphasis is on media relations and skills essential for sport communication professionals, including handling media interactions across platforms, problems, crises, and integration of positive communications strategies with strategic goals of sports organizations.  
**Prerequisites :** Sophomore standing or instructor permission  
**Co-requisites :** n/a  
**Rationale and Placement in Curriculum :** The department faculty have evaluated the required curriculum for sport management and concluded that there is a need for a designated sport communication course to address public and media relations that focus on sport organizations. The department recently participated in a joint-hire with the College of Journalism for a lecturer to teach sport communication for both colleges. We began offering Sport Communication this fall (2015) as a variable topics course. The course can be used as a sport management elective by students in the degree program. Students are required to complete 13-credits of sport management electives from a prescribed list of courses.  
**Course Objectives :** (1) Demonstrate an understanding of the basic skills necessary to effectively carry out day-to-day responsibilities in sport communications and sport information professions  
(2) Demonstrate ability to generate content, including effective writing, from a sports perspective  
(3) Demonstrate ability to effectively integrate communications strategies with a sports organization's goals  
(4) Distinguish between sport communication perspectives and sports journalism  
(5) Distinguish in and among sport communication operations, issues and challenges in professional, intercollegiate and Olympic sports  
(6) Demonstrate understanding and skill strategies in handling negative publicity and communications crises in sports organizations  
(7) Demonstrate skill for assisting athletes, coaches, sports executives and owners to

effectively handle media interviews

(8) Demonstrate ability to manage use of social media by the organization, staff members and athletes

(9) Demonstrate understanding of the ethics and values of sport communications

**Course Textbook(s) and/or Other Assigned Reading:** Media Relations in Sport. Brad Schultz, Phillip H. Caskey and Craig Esherick. FIT Publishing, 4th edition 2014.

**Weekly Schedule of Topics :** Week 1 INTRO TO MEDIA RELATIONS IN SPORT

Week 2 THE PRINT MEDIA

Week 3 THE BROADCAST MEDIA

Week 4 SOCIAL MEDIA AND TECHNOLOGY

Week 5 DEVELOPING WRITING SKILLS

Week 6 SPORTS INFORMATION SPECIALISTS

Week 7 DEVELOPING INTERVIEWING SKILLS

Week 8 CREATING PROMOTIONAL GUIDES - MIDTERM EXAM

Week 9 EVENT MANAGEMENT

Week 10 PUBLICITY CAMPAIGNS

Week 11 CRISIS MANAGEMENT

Week 12 GLOBAL SPORT MEDIA RELATIONS

Week 13 LAW AND ETHICS

Week 14 CATCH-UP OVERFLOW

Week 15 FINAL PRESENTATIONS

Week 16 FINAL PRESENTATIONS

**Grading Scheme :** Type of Assessment, Activity or Other Assignment / % of grade:

Attendance and Participation (15) / 15

Sports Knowledge Quizzes (15) / 15

Online Discussions (10) /15

Writing Assignments (6) /15

Midterm (1) /10

Sports Organization Project (1) /15

Final Exam (1) /15

**Instructor(s) :** Eric Esterline