

SPM 3403 – SPORT INFORMATION MANAGEMENT

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Course Hashtag: #UFSportInfo

Office Hours: Schedule virtual or in-person appointments via email

Office: Yon Hall 007

Course Site: <https://ufl.instructure.com>

Recommended Textbook: Media Relations in Sport. Brad Schultz, Phillip H. Caskey, and Craig Esherick. FIT Publishing, 5th edition 2020.

Additional readings will be posted and available online

Note: The course syllabus is subject to change. There will be no change in the project due date, midterm, and final examination.

COURSE OVERVIEW

SPM 3403 offers instruction, analysis, and training in the principles and practice of media relations in sports organizations. Emphasis is on developing skills essential for sports communication professionals, including writing and interviewing, handling media interactions across platforms, social media and technology, crises, and integrating positive communications strategies for sports organizations.

LEARNING OBJECTIVES

After successful completion of this course, students should be able to:

- Demonstrate an understanding of the basic skills necessary to carry out day-to-day responsibilities in sports information professions effectively
- Demonstrate an understanding of the careers that are available in the sport communication and sport information management field
- Demonstrate an understanding of organizational and leadership communication in sport information management
- Demonstrate an ability to generate content, including effective writing, from a sports perspective
- Demonstrate an ability to effectively integrate technology and social media skills with sports organizations' goals
- Distinguish between sports information management perspectives and sports journalism
- Demonstrate an understanding of organizational and leadership communication in sport information management

- Demonstrate understanding and skill strategies in handling negative publicity and communications crises in sport organizations
- Demonstrate skill for assisting athletes, coaches, sports executives, and owners to handle media interviews effectively
- Demonstrate an understanding of the ethics and values of sports communications

COURSE GRADES

Evaluation Components	Points Per Component	% of Total Grade
Online Discussions (10)	15 pts each = 150 pts	20%
Case Studies (2)	50 pts each = 100 pts	13.3%
Midterm (1)	100 pts each = 100 pts	13.3%
Weekly Sports Org Assignments (12)	10-25 pts each = 150 pts	20%
Writing Assignments (2)	25 pts each - 50 pts	6.67%
Sports Organization Project Pres. and Peer Review (1)	100 pts each = 100 pts	13.3%
Final Exam (1)	100 pts each = 100 pts	13.3%
Total	750 pts	100%

ASSIGNMENT DESCRIPTIONS

- **Case Studies (2 writing assignments)**- Students will use their research, analytical, writing, interviewing, and multimedia skills to produce written content for your sports organization. Choose two: Press release, game recap, game preview, feature, hometown release, and a PR campaign.
- **Sport Organization Individual/Group Presentation/Project (1 project)**- Students will complete an individual or group project detailing the communications operations of a sporting organization. All organizations must be pre-approved by the instructor. Presentations will provide a summary of the staffing of the communications office along with responsibilities, examples of positive and negative publicity handled over the past two years pertaining to the organization, and examples of media coverage of the publicity. Students will be expected to provide an outside analysis of the effectiveness of communications operations concerning the overall goals

of the sports organization, incorporating concepts and principles from course discussions, reading, and guest speakers. The presentation will require students to suggest how the organization could have effectively met those goals.

- 150 points for assignments included in the project
- 50 points for two writing assignments (25 pts each)
- 100 points for presentation
- **Midterm (1 test; 100 points) and Final Exam (1 test; 150 points)** - Students will be tested on material covered in class with an assortment of multiple-choice, true/false, and essay questions.
- **Online Discussion (11 discussions, drop lowest)**- Through our class portal on Canvas we will hold online discussions surrounding various topics in sports communication. You will be required to post your thoughts and respond to classmates as well. There will be a rubric for you to follow to ensure you participate properly.

Points	14-15	10-13	5-9	1-4	0
Quality of Post (5pts)	Appropriate comments: thoughtful; reflective, and respectful of others' posting	Appropriate comments and responds respectfully to others postings	Responds with average effort providing obvious information without further analysis	Responds, but with minimum effort. (e.g. "I agree with Bill)	No Posting
Relevance of Post (5pts)	Post topics related to discussion topic; prompts further discussion of topic	Post topics that are related to discussion content	Posts topics which do no relate to the discussion content	Makes short or irrelevant remarks	No Posting
Contribution of the Learning Community (5pts)	Aware of needs of community; attempts to motivate the group discussion; presents creative approaches to topic	Attempts to direct the discussion and to present relevant viewpoints for consideration by group; interacts freely	Makes little effort to participate in learning community as develops	Does not make effort to participate in learning community as it develops	No feedback provided to fellow students (s)

GRADING

93.5-100%	= A	89.5-93.4 %	= A-		
86.5-89.4 %	= B+	82.5-86.4 %	= B	79.5-82.4 %	=B-
76.5-79.4 %	= C+	72.5-76.4 %	= C	69.5-72.4 %	=C-
66.5-69.4 %	= D+	62.5-66.4 %	=D	59.5-62.4 %	=D-
0-59.4 %	= F				

COURSE POLICIES

- **Make-up work:** You are responsible for all material covered or assigned. No late work will be accepted unless a UF approved reason is submitted.
- **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 <https://sccr.dso.ufl.edu/students/student-conduct-code/Links to an external site.>
- **Online:** Our class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.
- **Students with Disabilities:** Students with disabilities requesting accommodations should first register with the Disability Resource Center (352) 392-8565, www.dso.ufl.edu/drcLinks to an external site. by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting an accommodation. Students with disabilities should follow this process as early as possible in the semester.
- **Course Evaluation:** Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals.

Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Links to an external site. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/> Links to an external site.. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/> Links to an external site..

- **Course Grading:** Students will be graded in accordance with UF policies for assigning grade point as articulated in the link that follows: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/> Links to an external site.
- **U Matter, We Care:** Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone 352.392.1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

CANVAS INFORMATION & TECHNOLOGY

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> Links to an external site. for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support.

COURSE SCHEDULE

Module	Coursework
Module 0	<ul style="list-style-type: none"> • Course introduction • Course Intro video • Syllabus Quiz
Module 1: Introduction to Media Relations in Sport	<ul style="list-style-type: none"> • Read: Chapter 1 • Watch lecture videos • Discussion 1 • Assignment (1)
Module 2: Introducing Careers in Sport Public Relations in Sport	<ul style="list-style-type: none"> • Read: Work in Sports Playbook • Watch lecture videos • Discussion 2 • Assignment (1)
Module 3: Developing Writing and Interviewing Skills	<ul style="list-style-type: none"> • Read Chapters 6-7 • Watch lecture videos • Discussion 3 • Assignment (3)
Module 4: The Print Media, Broadcast Media, and Social Media	<ul style="list-style-type: none"> • Read Chapters 3-4 • Watch lecture videos • Discussion 4 • Assignment (2)
Module 5: Sports Information Specialists Using the Internet Creating Media Guides	<ul style="list-style-type: none"> • Read Chapters 5&8 • Watch lecture videos • Discussion 5 • Assignment (2)
Module 6: Event Management Managing The Sport Organization Media Relationship	<ul style="list-style-type: none"> • Read Chapter 9 • Watch lecture videos

	<ul style="list-style-type: none"> • Discussion 6 • Assignment (1)
Module 7: Publicity Campaigns	<ul style="list-style-type: none"> • Read Chapter 10 • Watch lecture videos • Discussion 7 • Assignment (1)
Module 8: Midterm Exam	<ul style="list-style-type: none"> • Read Midterm Study Guide • Watch lecture videos • Discussion 8 • Midterm Exam • Assignment (1) • Mid-course Survey
Module 9: Crisis Management	<ul style="list-style-type: none"> • Read Chapter 11 • Watch lecture videos • Discussion 9 • Assignment (1)
Module 10: Fantastic Lies Case Study	<ul style="list-style-type: none"> • Read: <ul style="list-style-type: none"> ○ Duke Lacrosse Case ○ Fighting the Journalist Perfect Storm • Watch: Fantastic Lies-optional • Assignment (1)
Module 11: Sociological Aspects of Sports Global Sport Media Relations	<ul style="list-style-type: none"> • Read: <ul style="list-style-type: none"> ○ 12 Ways Sports Make A Positive Impact ○ Read Chapter 12 • Watch lecture videos • Discussion 10 • Assignment (1)

<p>Module 12: Unmediated Sports Communication Corporate Social Responsibility in Sport</p>	<ul style="list-style-type: none"> • Read Corporate Social Responsibility Strategy in Professional Sports • Watch lecture videos • Assignment (1)
<p>Module 13: NCAA Money and Madness</p>	<ul style="list-style-type: none"> • Read: <ul style="list-style-type: none"> ○ Money and March Madness ○ High court passes on NCAA • Watch lecture videos • Discussion-NCAA Case Study
<p>Module 14: Law and Ethics in Sport Information</p>	<ul style="list-style-type: none"> • Read: Chapter 13 • Watch lecture videos • Discussion 11
<p>Module 15: Final Exam</p>	<ul style="list-style-type: none"> • Read: Exam Study Guide • Assignments: <ul style="list-style-type: none"> ○ Sports Organization Project ○ Sports Organization Project Peer Eval ○ End-of-semester Survey