

## SPM 3403-SPORT INFORMATION MANAGEMENT

# COLLEGE OF HEALTH AND HUMAN PERFORMANCE

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**Course Hashtag: #UFSportInfo**

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

**Course Text: -Media Relations in Sport. Brad Schultz, Phillip H. Caskey and Craig Esherick. FiT Publishing, 4th edition 2014.**

**\*\*\*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 integration of 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 effectively carry out day-to-day responsibilities in sports information professions
- Demonstrate an understanding of the careers that are available in the sport communication and the 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 effectively handle media interviews
- 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%            |
| Sports Organization Project (1) | 250 pts each = 250 pts | 33.3%            |
| Final Exam (1)                  | 150 pts each = 150 pts | 20%              |
| <b>Total</b>                    | <b>750 pts</b>         | <b>100%</b>      |

## ASSIGNMENT DESCRIPTIONS

- **Case Studies (2 writing assignments)-** Students will rely upon 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 a group project detailing the communications operations of a professional baseball, basketball, hockey, football or soccer 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 with respect to the overall goals of the sports organization, incorporating concepts and principles from course discussions reading and guest speakers. The presentation will require students to provide suggestions as to how the organization could have met those goals more effectively.

- 150 points for assignments included in the project
- 50 points for 2 writing assignments (25 pts each)
- 50 points for presentation
- 50 points for peer review (if needed)
- 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 |

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| <b>Contribution of the Learning Community (5pts)</b> | <b>Aware of needs of community; attempts to motivate the group discussion; presents creative approaches to topic</b> | <b>Attempts to direct the discussion and to present relevant viewpoints for consideration by group; interacts freely</b> | <b>Makes little effort to participate in learning community as it develops</b> | <b>Does not make effort to participate in learning community as it develops</b> | <b>No feedback provided to fellow students (s)</b> |
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## GRADING

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

## 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/>

- [\(Links to an external site.\)](#)
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- **Students with Disabilities:** Students with disabilities requesting accommodations should first register with the Disability Resource Center (352) 392-8565, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)
- [\(Links to an external site.\)](#)
- 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 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>.
- [\(Links to an external site.\)](#)
- Evaluations are typically open during the last three weeks of the semester, but announcements will be made giving specific times when they are open. Summary results of these evaluations are available to students at the evaluations website URL above.
- **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/>
- [\(Links to an external site.\)](#)
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- **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](mailto: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
- <https://lss.at.ufl.edu/help.shtml>
- [\(Links to an external site.\)](#)
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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  |
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| <b>Module 0</b>  | <ul style="list-style-type: none"> <li>● Course introduction</li> <li>● Course Intro video</li> <li>● Syllabus Quiz</li> </ul>                                      |
| <b>Module 1: Introduction to Media Relations in Sport</b>                                | <ul style="list-style-type: none"> <li>● Read: Chapter 1</li> <li>● Watch lecture videos</li> <li>● Discussion 1</li> <li>● Assignment (1)</li> </ul>               |
| <b>Module 2: Introducing Careers in Sport Public Relations in Sport</b>                  | <ul style="list-style-type: none"> <li>● Read: Work in Sports Playbook</li> <li>● Watch lecture videos</li> <li>● Discussion 2</li> <li>● Assignment (1)</li> </ul> |
| <b>Module 3: Developing Writing and Interviewing Skills</b>                              | <ul style="list-style-type: none"> <li>● Read Chapters 6-7</li> <li>● Watch lecture videos</li> <li>● Discussion 3</li> <li>● Assignment (3)</li> </ul>             |
| <b>Module 4: The Print Media, Broadcast Media, and Social Media</b>                      | <ul style="list-style-type: none"> <li>● Read Chapters 3-4</li> <li>● Watch lecture videos</li> <li>● Discussion 4</li> <li>● Assignment (2)</li> </ul>             |
| <b>Module 5: Sports Information Specialists Using the Internet Creating Media Guides</b> | <ul style="list-style-type: none"> <li>● Read Chapters 5&amp;8</li> <li>● Watch lecture videos</li> <li>● Discussion 5</li> <li>● Assignment (2)</li> </ul>         |



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| <p><b>Module 6: Event Management<br/>Managing The Sport Organization<br/>Media Relationship</b></p> | <ul style="list-style-type: none"> <li>● <b>Read Chapter 9</b></li> <li>● <b>Watch lecture videos</b></li> <li>● <b>Discussion 6</b></li> <li>● <b>Assignment (1)</b></li> </ul>  |
| <p><b>Module 7: Publicity Campaigns</b></p>   | <ul style="list-style-type: none"> <li>● <b>Read Chapter 10</b></li> <li>● <b>Watch lecture videos</b></li> <li>● <b>Discussion 7</b></li> <li>● <b>Assignment (1)</b></li> </ul>   |
| <p><b>Module 8: Midterm Exam</b></p>  | <ul style="list-style-type: none"> <li>● <b>Read Midterm Study Guide</b></li> <li>● <b>Watch lecture videos</b></li> <li>● <b>Discussion 8</b></li> <li>● <b>Midterm Exam</b></li> <li>● <b>Assignment (1)</b></li> <li>● <b>Mid-course Survey</b></li> </ul>                             |
| <p><b>Module 9: Crisis Management</b></p>   | <ul style="list-style-type: none"> <li>● <b>Read Chapter 11</b></li> <li>● <b>Watch lecture videos</b></li> <li>● <b>Discussion 9</b></li> <li>● <b>Assignment (1)</b></li> </ul>   |
| <p><b>Module 10: Fantastic Lies Case Study</b></p>  | <ul style="list-style-type: none"> <li>● <b>Read:</b> <ul style="list-style-type: none"> <li>○ <b>Duke Lacrosse Case</b></li> <li>○ <b>Fighting the Journalist Perfect Storm</b></li> </ul> </li> <li>● <b>Watch: Fantastic Lies-optional</b></li> <li>● <b>Assignment (1)</b></li> </ul> |

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| <p><b>Module 11: Sociological Aspects of Sports Global Sport Media Relations</b></p>              | <ul style="list-style-type: none"> <li>● <b>Read:</b> <ul style="list-style-type: none"> <li>○ <b>12 Ways Sports Make A Positive Impact</b></li> <li>○ <b>Read Chapter 12</b></li> </ul> </li> <li>● <b>Watch lecture videos</b></li> <li>● <b>Discussion 10</b></li> <li>● <b>Assignment (1)</b></li> </ul> |
| <p><b>Module 12: Unmediated Sports Communication Corporate Social Responsibility in Sport</b></p> | <ul style="list-style-type: none"> <li>● <b>Read Corporate Social Responsibility Strategy in Professional Sports</b></li> <li>● <b>Watch lecture videos</b></li> <li>● <b>Assignment (1)</b></li> </ul>  |
| <p><b>Module 13: NCAA Money and Madness</b></p>   | <ul style="list-style-type: none"> <li>● <b>Read:</b> <ul style="list-style-type: none"> <li>○ <b>Money and March Madness</b></li> <li>○ <b>High court passes on NCAA</b></li> </ul> </li> <li>● <b>Watch lecture videos</b></li> <li>● <b>Discussion-NCAA Case Study</b></li> </ul>                         |
| <p><b>Module 14: Law and Ethics in Sport Information</b></p>                                      | <ul style="list-style-type: none"> <li>● <b>Read: Chapter 13</b></li> <li>● <b>Watch lecture videos</b></li> <li>● <b>Discussion 11</b></li> </ul>   |
| <p><b>Module 15: Final Exam</b></p>   | <ul style="list-style-type: none"> <li>● <b>Read: Exam Study Guide</b></li> <li>● <b>Assignments:</b> <ul style="list-style-type: none"> <li>○ <b>Sports Organization Project</b></li> <li>○ <b>Sports Organization Project Peer Eval</b></li> </ul> </li> </ul>   |

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|  | <ul style="list-style-type: none"><li>○ <b>End-of-semester Survey</b></li></ul> |
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