

University of North Texas at Dallas

Fall 2016_

SYLLABUS

COMM 2220 - 001 Sport and Entertainment Communication and Public Relations			
Department of	Communications	School of	Liberal Arts and Sciences
Instructor Name:	Dawn Stroup Hosking		
Office Location:	n/a		
Office Phone:			
Email Address:	dawnstroup@my.unt.edu		
Office Hours:			
Course Format/Structure:	100% Face to Face only. Hybrid and/or online use online syllabus template		
Classroom Location:	DAL1 308		
Class Meeting Days & Times:	Wed 7pm- 9:50 pm		
Course Catalog Description:	Comm 2220. Sport and Entertainment Communication and Public Relations. 3 hours. This course emphasizes the role of public relations, mass communication, and interpersonal and group communication in the promotion of sport and entertainment. Students delve into theory and practice in learning how market share and viewer ratings relate to the use of media content in sport and entertainment marketing.		
Prerequisites:			
Co-requisites:			
Required Text:	Communication & Sport Edition: N/A Author: Billings ISBN: 9781452279138 Copyright Year: 2014 Publisher: Sage Publications, Incorporated		
Recommended Text and References:	N/A		
Access to Learning Resources:	UNT Dallas Library: (Founders Hall) phone: (972) 780-1616 web: http://www.untdallas.edu/library e-mail: Library@untdallas.edu UNT Dallas Bookstore: (Building 1) phone: (972) 780-3652 web: http://www.untdallas.edu/bookstore e-mail: untdallas@bkstr.com		
Course Goals:	The goals of this course are as follows –		
	<ol style="list-style-type: none"> 1. Understand Mass Communications & Public Relations in a Sports and Entertainment setting. 2. Learn the value of sponsorship 3. Analyze the corporate role in sport 4. Learn who are the various audiences 5. Design a strategic plan based on case studies in sports and entertainment 6. Analyze Data on various platforms such as Print, Social Media, and television 7. Create Campaigns at a corporate, organization, and athlete/sports level 		
Learning Outcomes:	At the end of this course, students will be able to:		
	Demonstrate an understanding of Mass Communications and PR by being able to analyze audiences. Students will be able to conduct interviews, write press releases, communications plan, and design a successful campaign.		

Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Timeline	Topics	Readings/Activities/Assignments
Class 1: August 24	<ul style="list-style-type: none"> • Introductions – Syllabus, The book 	
Class 2: August 31	<ul style="list-style-type: none"> • Community of Sport and Sports Media 	Chapters 1-3- Case study and News Writing will be introduced- Possible Guest
Class 3: Sept 7	<ul style="list-style-type: none"> • Sport Fans Cultures/Sports and Mythology 	Chapters 4-5 – Case study- writing Press Releases or informational news
Class 4: Sept 14	<ul style="list-style-type: none"> • Gender in Sport 	Chapters 6 Case Study – Discuss the importance of how to communicate to break down barriers- Possible Guest
Class 5: Sept 21	<ul style="list-style-type: none"> • Race in Sport 	Chapter 7 Case Study- Discuss how race has played a factor in Sport
Class 6: Sept 28	<ul style="list-style-type: none"> • Parent/Child/Coach Communication 	Chapter 10-11 Case Study- Discuss why these factors are important
Class 7 Oct 5	<ul style="list-style-type: none"> • Politics and Nationalism 	Chapters 8- – Case Study- Discuss why sport is an extension of a country's image. Midterm Due
Class 8: Oct 12	<ul style="list-style-type: none"> • Performing Identity in Sports 	Chapter 12 – Case Study- Discuss how identity helps or kills a career
Class 9: Oct 19	<ul style="list-style-type: none"> • Crisis Communication 	Chapter 13 – Mini Project
Class 10: Oct 26	<ul style="list-style-type: none"> • Crisis Communication 	Mini Project due- Presentation
Class 11: Nov 2	<ul style="list-style-type: none"> • Commodification of Sport 	Chapter 14- Case Study -
Class 12: Nov 9	<ul style="list-style-type: none"> • Sports Gaming 	Chapter 15- Case Study- Discuss multi-million business
Class 13: Nov 16	<ul style="list-style-type: none"> • Communication and Sport in the Future 	Chapter 16- Discuss the future of Sports Communication
Class 14: Nov 23	No formal class will be held to prepare for Final Project	
Class 15: Nov 30	Final Project is due w/Presentations	

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Assignments: - written assignments designed to supplement and reinforce course material

Projects: - assignments designed to measure ability to apply presented course material

Grading Matrix:

Instrument	Value (points or percentages)	Total
Case Studies	9 assignments at 15.5 points each	140
Communications Plan	Individual Plan	40
Mini Project	Crisis Analysis/Plan	40
Participation		30
Mid-Term Project	40	80
Final Project	80	80
TOTAL:		400

Grade Determination

A = 400 – 360 pts; i.e.90% or better

B = 320 – 359 pts; i.e.80 – 89 %

C = 280 – 319 pts; i.e.70 – 79 %

D = 240 – 279 pts, i.e.60 – 69 %

F = 239 pts or below; i.e. less than 60%

Assignment Instructions:

The instruction will be provided separate from the syllabus.

University Policies and Procedures

Students with Disabilities (ADA Compliance): The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untdallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu or at Founders Hall, room 204. (UNTD Policy 7.004)

CourseEval Policy: Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: According to the instructor's discretion while working in concert with the division/program's guidelines).

Exam Policy: (*Discuss any special instructions relating to exams-sample given*): Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook).

Academic Integrity: Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity (Policy 7.002) at

http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf

Refer to the Student Code of Student Rights, Responsibilities and Conduct at

http://www.untdallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_conduct_may_2014.pdf Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. In addition, all academic work turned in for this class, including exams, papers and written assignments must include the following statement: "*On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy.*"

Bad Weather Policy: Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information please refer to <http://www.untdallas.edu/police/resources/notifications>

Attendance and Participation Policy: (*Discuss your attendance and participation policy.*)

The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at <http://www.untdallas.edu/hr/upol>

Diversity/Tolerance Policy: Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNTD Policy 7.001)