

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

SPMT 430.001—Sport Communication
Spring 2011

DAY/TIME:	R 4:30 p.m. – 7:10 p.m.	LOCATION:	BRH 247
PROFESSOR	Kelly V. Morgan, M.A.	EMAIL ADDRESS:	kvanders@gmu.edu I will return your email within 24 hours – most likely sooner
OFFICE HOURS:	R 3:00 p.m. – 4:00 p.m. PW Randall’s Café in Occoquan Other times by arrangement	PHONE NUMBER:	703-585-3373
PREREQUISITES:	60 hours, including SPMT 201, PHED 200, and the General Education communication requirement; or permission of instructor		

COURSE DESCRIPTION

This course provides a senior-level exploration of the role of sport communication in contemporary cultures. Readings and discussions will address questions about how communication about/in sports highlights the importance of sports, the cultural identities of those who engage in sport communication, and the pervasiveness of sport communication practices in industry. Assignments and in-class discussion will focus on the communication aspect (theoretical and practical) of this course and will prepare students for professional life as well as advanced academic studies.

COURSE OBJECTIVES

At the completion of this course, students should be able to:

1. recognize the connections among sport communication practices and cultures;
2. develop analytical abilities in application of theories and concepts to sport communication practices;
3. watch, analyze, critique, and discuss the media’s portrayal of the community of sport;
4. analyze the discourses surrounding sports issues; and
5. gain an awareness of the pervasiveness of sport communication in other venues.

COURSE OVERVIEW: POLICIES

1. **Participation.** Attendance and punctuality are essential for success in this class. Much of your work is based on information from the lectures and participation in class discussions. Your absences and/or tardiness will affect your general progress and that of your classmates. Zero to two absences will result in no penalty unless they occur on a day when you are assigned to turn in an assignment. Students who arrive late or leave early will be counted as absent. Some absences may be excused provided **prior** arrangement is made with me. Examples of excused absences may be for medical reasons or field trips in other courses and will be allowed only at my discretion. Students who stop coming to class without discussing with me will receive a failing grade. Should you miss an assignment due to absence, you will be allowed to make it up provided that you have written documentation regarding the nature of the absence. If you miss an oral presentation, it is up to me as to how and/or if you will make up the assignment.
2. **Written Assignments.** Written assignments will be expected to demonstrate college-quality writing. In-class writing will not be stringently evaluated, but ALL work prepared outside of class (papers and projects) will be assessed for content AND for presentation. While a variety of qualities may pass for “college level,” at a minimum it means writing is appropriately concise and clear; words are properly spelled; punctuation is appropriate; sentences are complete; and subject/verb, pronoun/antecedent agree.
3. **Format.** Papers and projects submitted to the instructor must be typed, and attention should be paid to form (including grammar, punctuation, spelling, and general appearance) as well as to content. **Use standard APA documentation consistently. The current APA edition is the 6th.** An excellent, current, and to-the-point resource for APA style is: <http://owl.english.purdue.edu/owl/resource/560/01/>

4. **Submission.** Assignments not turned in on the specified day will be given a grade lower than the one deserved. For example, an “A” assignment submitted late will be given a grade of “B.” No assignments will be accepted later than one week after it is due. If there is a circumstance where you will be unable to turn an assignment in on time, please contact me ASAP. I will determine whether an alternate submission date is acceptable.
5. **Honor Policy.** George Mason University takes its honor policy quite seriously. Papers, projects, and other assignments must be your own work (except where you hire a typist or proofreader) with only the exception of group projects.
6. **Plagiarism.** Plagiarism is representing another’s work as your own or recycling your work and representing earlier work as new work. **Remember to use proper source citations in citing the evidence you use in your research.** Failure to do your own work, or not to give credit where necessary, may result in failing the course and a report to the honor committee. If you need assistance with citation rules beyond the APA style guide or with determining if something should be cited, please ask me!
7. **Technology.** I welcome your use of computers or iPads to take notes during the lecture portion of our class (the first part of the evening); however, **I will require that you put your computer/iPad away during our discussions.** Cell phones should be turned off or silenced. I will offer you the same courtesy.

Upon completion of this course, students will meet the following professional accreditation standards:

SMPRC: NASSM-NASPE Standards

Standard	Content
7	Interpersonal communication; small group communication; media and sport; electronic media; e-mail, web sites, graphics, desk-top publishing; print media; public speaking; mass communication and sport; computer application; customer service; team building; meeting management; sport journalism/broadcasting; ratings and shares; organizational communication; writing press releases

REQUIRED READINGS

Pedersen, P. M., Miloch, K. S., & Laucella, P. C. (2007). *Strategic sport communication*. Champaign, IL: Human Kinetics. Copies of this text are on 2-hour reserve at Mercer Library, Prince William Campus and the Johnson Center Library, Fairfax Campus.

I will provide electronic copies of any additional required readings (e.g., journal/magazine/newspaper articles)

RECOMMENDED (OPTIONAL) READING

Brown, R. S., & O’Rourke, D. J., III. (Eds.). (2003). *Case studies in sport communication*. Westport, CT: Praeger.

Hacker, D. (2008). *A pocket style manual* (5th ed.). Boston: Bedford/St. Martin’s.

Online APA style guide: Angeli, E., Wagner, J., Lawrick, E., Moore, K., Anderson, M., Soderland, L., & Brizee, A. (2010, May 5). *General format*. Retrieved from <http://owl.english.purdue.edu/owl/resource/560/01/>

EVALUATION

The table below shows the point breakdown for the course. The points earned on each assignment (and class participation) will be totaled to calculate your final grade. The second table shows the grading scale for the class. Specific guidelines for each assignment will be provided in a separate document.

If for any reason you would like to discuss your grade on an assignment, please contact me to schedule a time to meet. I am happy to discuss any assignment grade **up to two weeks after it is returned.**

Assignment	Points	Due Date
2-4 pg paper on your understanding of Sport Communication	100	February 10
2-4 pg paper on SSCM	100	March 3
Content Analysis project	300	April 14
Example of athlete endorsement advertisement	25	April 21
Term Paper	200	May 12
Participation	100	Every class
TOTAL	825	

Grading Scale (%)

A = 93-100	B+ = 87-89	C+ = 77-79	D = 60-69
A- = 90-92	B = 83-86	C = 73-76	F = 0-59
	B- = 80-82	C- = 70-72	

TENTATIVE COURSE SCHEDULE

There will be additional readings added to this list. I will provide you with the reading or access to the reading.

Date	Topic	Reading	Assignment
1/27	Introduction		
2/3	Study of Sport Management and Sport Communication	Chapter 1 Chapter 4 pp. 76-77: "Defining Sport Communication" (PDF) <i>The juxtaposition of sport and communication: defining the field of sport communication</i>	
2/10	Careers in Sport Communication	Chapter 2	Short paper on understanding of Sport Communication due
2/17	History and Growth of Sport Communication	Chapter 3	
2/24	Sport Communication and the Strategic Sport Communication Model (SCCM)	Chapter 4	
3/3	Personal Sport Communication	Chapter 5	Short paper on SSCM due
3/10	Organizational and Leadership Communication in Sport	Chapter 6	
3/17	Spring Break!		
3/24	Sport Publishing and Print Sport Communication	Chapter 7	
3/31	Electronic and Visual Sport Communication	Chapter 8	

4/7	Online Sport Communication and the New Sport Media	Chapter 9	
4/14	Content Analysis Discussion and Presentation		Content Analysis due
4/21	Sport Advertising	Chapter 10	Examples of ads due
4/28	Public Relations and Crisis Communication in Sport	Chapter 11	
5/5	Sociological Aspects of Sport Communication	Chapter 13	
5/12	NO CLASS		Final Paper due by email (No later than 12:00pm)

Note: Faculty reserves the right to alter the schedule as necessary.

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].

