

**George Mason University**  
**College of Education and Human Development**  
**School of Recreation, Health, and Tourism**

SPMT 480-002 – Digital Media In The Sports Industry  
3 Credits, Spring 2018  
Wednesday 7:20 p.m.-10 p.m. Robinson Hall– Room B106

**Faculty**

Name: Stephen Czarda  
Office Hours: By Appointment  
Office Location: Thompson Hall, Suite 2300  
Office Phone: 540-229-7101  
Email Address: [sczarda@gmu.edu](mailto:sczarda@gmu.edu)

**Prerequisites/Corequisites**

None.

**University Catalog Course Description**

This course provides an exploration into the evolution of sports media and the how the rise of digital platforms has impacted the industry. Readings and discussions will address how this evolution has allowed for open avenues to direct communication with teams, players, and leagues among others. The course will also look at the public relation ramifications – both good and bad – with digital media’s transparency.

**Course Overview**

Not Applicable

**Course Delivery Method**

This course will be delivered using a face-to-face- format.

**Learner Outcomes or Objectives**

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

1. Differentiate between the various functional areas of digital media;
2. Describe the organizational and managerial foundations of digital media in sport;
3. Identify the importance of the increasing impact of social media on sport;
4. Identify current trends and issues in digital media;
5. Demonstrate digital information literacy and differentiation between reliable sources and “fake news.”
6. Demonstrate an improvement in overall communications skills electronically.

**Professional Standards**

Not Applicable.

**Required Texts**

Sanderson, Jimmy (2011) How Social Media is Changing Sports: Its a Whole New Ballgame. Champaign, IL: Hampton Press Inc.  
Cook, Ron (2016, August 3). The good and bad about Colin Kaepernick's stance on national anthem.

<http://www.post-gazette.com/sports/ron-cook/2016/08/30/Ron-Cook-The-good-and-bad-about-Colin-Kaepernick-s-stance-on-national-anthem/stories/201608300066>

Travis, Clay (2016, August 27). Colin Kaepernick Is an Idiot. <http://www.outkickthecoverage.com/colin-kaepernick-is-an-idiot-082716>

Wysocki, M. (2012, January 1). The role of social media in sports communication: an analysis of NBA teams' strategy.

<https://www.american.edu/soc/communication/upload/Capstone-Wysocki.pdf>.

## Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Assignments and/or Examinations**

This is a Performance-Based Assessment.

- **Other Requirements**

Attendance is required for all class sessions and participation is important in reaching the course's stated learning objectives.

- **Grading**

The course will have a 100-point grade scale as listed below:

## GRADING SCALE

A+ = 98 - 100

A = 94 - 97

A- = 90 - 93

B+ = 88 - 89

B = 84 - 87

B- = 80 - 83

C+ = 78 - 79

C = 74 - 77

C- = 70 - 73

D = 60 - 69

F = 0 - 59

Students are expected to attend class regularly and participate in active discussions and lectures.

REQUIREMENTS	% of Grade
<b>Attendance and Participation:</b> Students are expected to attend classes regularly and participate in active discussions and lectures.	20%
<b>Online Discussions:</b> When required, students will be asked to speaking on course topics electronically.	10%
<b>Midterm Evaluation:</b> Multiple choice, true/false, matching, definition, essay and fill in the blank – All materials covered to the day of the midterm.	20%
<b>Final Examination:</b> Multiple choice, true/false, matching, definition, essay and fill in the blank – All materials covered to the day from the midterm to the day of the final exam.	25%
<b>Final Presentation:</b>	25%

Students are required to present a digital/social media plan for a professional sports, team, college athletics department or recreation venue that will effectively market the organization's strengths. Students will also be analytical and examine potential issues with their strategic plans.	
<b>TOTAL:</b>	100%

### Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

1. See <https://cehd.gmu.edu/students/polices-procedures/>

### Class Schedule

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
W	January	24		Online Introduction Read Chapter 1
W		31	Introduction To Class And The Sports Industry; Expectations For Semester, How You Are Evaluated	
W	February	7		Online Assignment Read The Role of Social Media in Sports Communication: An Analysis of NBA Teams' Strategy Read Opposing Articles On Colin Kaepernick
W		14	Laying The Groundwork In-Class Quiz	Read Chapter 2
W		21	Social Media And Sport Organizations Countering Negative Media Framing/Commentary Breaking News On Social Media In-Class Group Project	
W		28		Online Discussion

W	March	7	<b>MIDTERM</b>	
W		14	<b>SPRING BREAK (NO CLASS)</b>	
W		21	Organizational Implications With Social Media In-Class Group Project	Read Chapter 3
		28		Online Project
W	April	4	Social Media And Self-Disclosure In-Class Quiz	Read Chapter 4
W		11	Social Media And Support In-Class Group Project	Work On Final Presentation
W		18	Identification In-Class Quiz	Work On Final Presentation
			<b>Final Presentations</b>	
W	May	2	<b>Final Presentations</b>	
W		9	<b>FINAL EXAM (7:30-10:15 p.m.)</b>	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

## **Core Values Commitment**

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

## **GMU Policies and Resources for Students**

### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.

For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

**For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.**

