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**UNIVERSITY OF WEST GEORGIA**  
**Department of Physical Education and Recreation**

**SPMG 3665**  
**COMMUNICATION IN SPORT**  
**Spring 2007**

T/R 11:00 a.m.-12:15 p.m., EC 205

Instructor: Laura M. Hatfield, Ph.D.  
Office: Row Hall 120-W  
Office Hours: T 9:00 a.m.-10:00 a.m., 1:30 p.m.-3:00 p.m.  
W 1:30 p.m.-3:00 p.m.  
R 9:00 a.m.-10:00 a.m., 1:30 p.m.-3:00 p.m.  
Friday 9:00 a.m.-12 noon (By appointment only)  
Phone: 678.839.6191  
Email: lhatfiel@westga.edu

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### **COURSE DESCRIPTION**

This course is designed to serve as an introductory class in public and media relations for students in sport administration, including the presentation of principles, standards, and guidelines in sport public relations and information systems involved in sport information management. Information technology and its role in sport will be covered. Throughout the course the concepts of public relations within sport and leisure organizations will be examined and applied to sport.

**COURSE PREREQUISITES:** Overall GPA of at least 2.3

### **COURSE OBJECTIVES**

At the conclusion of this course, the student will understand

1. The linkages between sport public relations and strategic management.
2. The function(s) of media relations, including publications and events.
3. The methods of communicating with a variety of publics, not limited to internal and external publics.
4. The legal and ethical issues related to sport public relations.

### **COURSE TEXT**

Stoldt, G.C., Dittmore, S.W., & Brandold, S.E. (2006). *Sport public relations: managing organizational communication*. Champaign, IL: Human Kinetics.

Additional readings as assigned

## ASSIGNMENTS (Tentative)

## Grading Scale

Daily Quizzes	10 points each	A = 90%-100%
News Release	50	B = 80%-89%
Feature Story	40	C = 70%-79%
News Conference	40	D = 60%-69%
Media Guide Assignment	25	F = 59% & Below
Charitable Programs Brochure	40	
Website Evaluation	25	
Newsletter	40	
Field Experience (Service Learning)	75	
Visitor's Guide	75	
Exam 1	100	
Exam 2	100	
Exam 3	100	

## COURSE CONTENT

1. Quizzes: Daily quizzes will be given to ensure that students are current with assigned readings and class lecture/discussion from the previous class meeting. Additional quiz grades may be given for in-class assignments.
2. Exams: Three exams will be given during the semester. Exams will consist of true/false, multiple choice, and short answer questions. Students may be asked to respond to a "mini case study" as a part of the exam.
3. "Other Assignments": The nature of this course requires that the students be involved in writing as well as other public relations activities. As such, specific guidelines for these assignments will be given at the appropriate time during the semester.
4. Extra Credit: No extra credit opportunities are currently planned. Should an appropriate opportunity arise, students would have the opportunity to earn up to 10 points for their attendance/participation.

## COURSE POLICIES

1. Attendance: Students are expected to attend all class meetings. For the purposes of make-up work, absences with proper documentation will be excused for the following reasons:
  - i. Death or major illness in a student's immediate family
  - ii. Participation in legal proceedings or administrative procedures that require a student's presence.
  - iii. Religious holy day.
  - iv. Illness that is too severe or contagious for the student to attend class (as determined by a physician).
  - v. Required participation in military duties.
  - vi. Mandatory admission interviews for professional or graduate school which cannot be rescheduled.

2. Assignments: All assignments are expected to be turned on time. Late assignments will be penalized 25% for each day (literal day) they are late. In the case of an excused absence, the student will have one week from the date of the excused absence to make up an assignment. All assignments will be typed using 12 pt. font, double spaced with 1” margins unless otherwise stipulated.
3. Quizzes: In the case of an excused absence, make-up quizzes will be available at a time agreed upon by the student and instructor. Quizzes must be made-up prior to the exam containing the same content. Quizzes that are not made up prior to the exam containing the same content will result in a grade of ZERO. Absences for the purpose of make-up quizzes will be excused as stipulated above in the attendance policy. Quizzes that are missed due to unexcused absences will result in a grade of ZERO.
4. Exams: In the case of an excused absence, make-up exams will be available at a time agreed upon by the student and the instructor. Absences for the purpose of make-up exams will be excused as stipulated above in the attendance policy. Exams that are missed due to unexcused absences will result in a grade of ZERO. Make-up exams will be similar but not necessarily identical to those given in class.
5. Work completed for another class may be submitted for this class with prior approval from the instructor.
6. In the case of an absence (excused or unexcused), it is the student’s responsibility to obtain notes, handouts, etc. These will be available in WebCT Vista and/or in the tray outside my office door (Row Hall 120-W). Do not expect these materials to be brought to class.
7. Class Decorum: Students are expected to arrive on time prepared and ready to contribute to the topics of discussion for that day. Students are expected to be respectful of the experiences and opinions of others and to enhance the learning environment. Students should take care to ensure that cell phones/pagers are turned off during class. Students needing to leave class early need to make the instructor aware of this need prior to the start of class.
8. Contribution: In this class, the instructor is interested in class contribution rather than just participation. Participation is social interaction—talking, sharing, taking part. Contribution goes beyond the social and invites intellectual involvement, the sharing of knowledge, and the construction of knowledge. Contribution assists others in the quest for knowledge and understanding. (Taken in part from Dr. Lance Tatum, Troy State University)
9. Email: Students are expected to have and regularly check their my.westga.edu email accounts.
10. WebCT Vista will be used as an information outlet for the class. Student grades will be posted on WebCT Vista. Students are encouraged to check the site regularly to monitor their grades, obtain readings, and receive announcements.

## **Americans with Disabilities Act (ADA)**

The ADA is a federal anti-discrimination statute that provides comprehensive civil rights for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of his/her disabilities. If you believe you have a disability requiring an accommodation, please contact the Disability Services Office in Room 272 of the Student Development Center located in Parker Hall. The phone number is 678.839.6428, and the fax number is 678.839.6429.

## **Copyright Statement**

The handouts used in this course are copyrighted. By “handouts,” I mean all materials generated for this class which include but are not limited to syllabi, quizzes, exams, in-class materials, computer resources, review sheets, and additional problem sets. Because these materials are copyrighted, you do not have the right to copy the handouts, unless I expressly grant permission.

## **Plagiarism & Academic Integrity**

As commonly defined, “plagiarism” consists of passing off as one’s own, the ideas, words, writings, etc., which belong to another. In accordance with this definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you have the permission of that person. Plagiarism is one of the worst academic sins, for the plagiarist destroys the trust among colleagues without which research cannot be safely communicated. If you have any questions regarding plagiarism, please consult the latest issue of the University of West Georgia Student Handbook under the section Rights & Responsibilities.

The display of academic integrity is crucial to fostering of an effective learning environment. As such, each member of the University of West Georgia has the responsibility of maintaining an environment free from academic dishonesty of any kind. Failure to display the utmost integrity in academic pursuits, generally, and assignments for this class, specifically, will carry swift and direct penalties.

## **COURSE SCHEDULE (Tentative)\*\*\***

Week 1	T	1/9	Introduction to Professor, Course & Syllabus
	R	1/11	Chap. 1 Intro to Sport Public Relations
Week 2	T	1/16	Chap. 2 Public Relations & Strategic Management
	R	1/18	2007 Sport Management Symposium, No class meeting
Week 3	T	1/23	Chap. 3 Creating Public Relations Campaigns
	R	1/25	Chap. 4 Focusing on the Sport Org-Media Relationship
Week 4	T	1/30	Chap. 5 Managing the Sport Org-Media Relationship
	R	2/1	Chap. 6 Providing Information Services
Week 5	T	2/6	News Release Due: Peer Review Feature Stories
	R	2/8	Exam 1

Week 6	T	2/13	Final News Release Due Feature Story: Peer Review
	R	2/15	Final Feature Story Due Chap. 7 Staging Interviews, News Conferences, and Media Events
Week 7	T	2/20	News Conferences
	R	2/22	News Conferences
Week 8	T	2/27	Media in Society
	R	3/1	Chap. 8 Developing Organizational Media
Week 9	T	3/6	Media Guides
	R	3/8	Matt Cooke, Assistant SID, UWG
Week 10	T	3/13	Chap. 9 Communicating in Times of Crisis
	R	3/15	Exam 2

***Spring Break, March 19-23, No class meetings***

Week 11	T	3/27	Chap. 10 Exploring Direct-Contact Tactics
	R	3/29	Chap. 11 Developing and Supporting Charitable Programs
Week 12	T	4/3	Brochure Workday
	R	4/5	Chap. 12 Using the Internet in Sport Public Relations Brochures Due
Week 13	T	4/10	Website Evaluations Workday
	R	4/12	Chap. 13 Communicating with Internal Publics Website Evaluations Due
Week 14	T	4/17	Newsletter Workday
	R	4/19	Visitor's Guide Workday, Due: T, 5/1, 11:00 a.m., Row Hall 120W Newsletter Due
Week 15	T	4/24	Chap. 15 Addressing Legal and Ethical Considerations
	R	4/26	Exam 3
	T	5/1	Visitor's Guide Due, 11:00 a.m., Row Hall 120W

Reading Day, April 27  
Exams, April 30-May 4

\*\*\* The instructor reserves the right to make adjustments to the course schedule as well as the content as appropriate. Students will be made aware of changes by way of announcements in class, through email, and in WebCT Vista.\*\*\*