

**Note:**

**Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.**

## ***COURSE SYLLABUS***

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### **SMGT 310**

#### **COMMUNICATION IN SPORT**

#### **COURSE DESCRIPTION**

This course is a macro analysis of the field from personal, organizational, and external perspectives. Special attention is given to historical and theoretical features of the field, personal and organizational processes, sport media, services and support systems, and sociological and legal aspects of sport.

#### **RATIONALE**

Communication is ubiquitous and sport managers must demonstrate competent communication skills. Moreover, managers must understand the theoretical foundations for effective and adaptive communication that underpin the successful functions of planning, organizing, and administering sport organizations. However, competent communication also involves a critical assessment of the public sphere as a discursive space where beliefs, attitudes, and behaviors are mediated by all forms and levels of communication. By viewing all prospective sport managers as sport communicators, this course seeks to develop both cognitive understanding and pragmatic skills.

#### **I. PREREQUISITE**

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

#### **II. REQUIRED RESOURCE PURCHASE**

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

#### **III. ADDITIONAL MATERIALS FOR LEARNING**

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

#### **IV. MEASURABLE LEARNING OUTCOMES**

Upon successful completion of this course, the student will be able to:

- A. Describe the history, development, and definition of sport communication, including the effects of trends, pioneers, and the dynamic growth of the sport industry.

- B. Identify skills needed for career options in sport communication and keys to entering the field, including self-evaluation, education, marketability, networking, experiential learning, and job searching.
- C. Explain the ability of sport communication to reflect, create, shape, reinforce, and sustain myths, values, perceptions, power structures, socialization, social policies, and beliefs within a society.
- D. Discuss the ability of those in sport journalism to acquire, report, and publish information relative to athletes and sport entities.
- E. Understand technology's impact on sport communication from traditional outlets to web sites and blogs.

**V. COURSE REQUIREMENTS AND ASSIGNMENTS**

- A. Textbook readings and lecture presentations (MLOs: A, B, C, D, E)
- B. Course Requirements Checklist  
After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forums (2)  
Discussion boards are collaborative learning experiences. Therefore, the student is required to create a thread in response to the provided prompt for each forum. Each thread must be 400–500 words, demonstrate course-related knowledge, and include at least 1 outside resource. In addition to the thread, the student is required to reply to 2 classmates' threads. Each reply must be at least 200 words. (MLOs: C, D, E)
- D. Jung Typology Assessment  
The student must complete the Jung Typology Assessment using the link provided in Blackboard. Once the assessment has been completed, the student will research his/her personality type and write an assessment which should include general information about his/her personality, how his/her personality will impact interactions with coworkers, supervisors, and subordinates, and how to best utilize his/her personality in the sport industry. (MLOs: A, B, C, D, E)
- E. College GameDay Segment  
The student must develop a segment for the television program College GameDay. The segment may cover any sport, but must follow the format of segments appearing on the show. Human-interest stories must be given high consideration for use. The student will choose an appropriate segment topic and script the segment. (MLOs: C, D, E)

F. Organizational Crisis Response Analysis

The student will select 3 unique crisis situations involving sport organizations and/or athletes associated with a sport organization. The crisis situations must have occurred at least 12 months prior to the start of the term (i.e. no crisis situation can be utilized that has occurred within the last calendar year). After selecting 3 crisis situations, the student must provide a thorough background/explanation of the situation, identify key PR elements, outline the organization’s response, assess the appropriateness and effective of the response postures taken, and make recommendations on improved response techniques for similar situations in the future. The analysis must be at least 6 pages and follow current APA format. (MLOs: A, B, C, D, E)

G. Press Conference

The student must arrange a date and time during Module/Week 6 of these course to conduct a Press Conference Simulation with the instructor. A signup sheet with available time slots will be provided at the beginning of the term. Sign-ups will occur on a first come, first serve basis. The student will be given a crisis scenario within 48 hours of his/her presentation time. The student must then construct a Press Release which will be submitted on Blackboard no later than 12 hours prior to his/her Press Conference. The student will then conduct a Press Conference via WebEx with the instructor. The instructor and any students who would like to join will act as the media and ask journalistic questions. (MLOs: C, D, E).

H. Tests (2)

Each test will cover the Reading & Study material for the assigned modules/weeks. Each test will contain multiple-choice, true/false, and essay questions, and have a 1-hour time limit. (MLOs: A, B, C, D, E)

**VI. COURSE GRADING AND POLICIES**

A. Points

Course Requirements Checklist		10
Discussion Board Forums (2 at 100 pts ea)		200
Jung Typology Assessment		100
College GameDay Segment		200
Organizational Crisis Response Analysis		100
Press Conference		200
Test 1	(Modules 1–4)	100
Test 2	(Modules 5–8)	100
	<b>Total</b>	<b>1010</b>

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Accommodation Support (ODAS) at [LUOODAS@liberty.edu](mailto:LUOODAS@liberty.edu) to make arrangements for academic accommodations. Further information can be found at [www.liberty.edu/disabilitysupport](http://www.liberty.edu/disabilitysupport).

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at [equityandcompliance@liberty.edu](mailto:equityandcompliance@liberty.edu). Click to see a full copy of Liberty's [Discrimination, Harassment, and Sexual Misconduct Policy](#) or the [Student Disability Grievance Policy and Procedures](#).

## ***COURSE SCHEDULE***

### **SMGT 310**

Textbooks: Pedersen et al. *Strategic Sport Communication* (2017).

Stoldt et al. *Sport Public Relations: Managing Stakeholder Communication* (2012).

<b>MODULE/ WEEK</b>	<b>READING &amp; STUDY</b>	<b>ASSIGNMENTS</b>	<b>POINTS</b>
<b>1</b>	Pedersen et al: chs. 1–3 1 presentation	Course Requirements Checklist Class Introductions	10 0
<b>2</b>	Pedersen et al: ch. 5	Jung Typology Assessment	100
<b>3</b>	Stoldt et al: ch. 5	College GameDay Segment	200
<b>4</b>	Stoldt et al: ch. 13	DB Forum 1 Press Conference Sign-Up Test 1	100 0 100
<b>5</b>	Pedersen et al: ch. 10 Stoldt et al: ch. 10	Organizational Crisis Response Analysis	100
<b>6</b>	Stoldt et al: ch. 9	Press Conference	200
<b>7</b>	Pedersen et al: chs. 11–12	DB Forum 2	100
<b>8</b>	Stoldt et al: ch. 14 1 presentation	Test 2	100
<b>TOTAL</b>			<b>1010</b>

DB = Discussion Board

**NOTE:** Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.