

**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 430**

#### **SPORT MEDIA STRATEGIES**

#### **COURSE DESCRIPTION**

Sport Media Strategies is designed as a capstone course for the Communications and Public Relations Cognate. Heavy emphasis is given to the application of sport public relations technologies and strategies including promotional media, media relations tactics, public relations campaigns, and high level public relations responsibilities related to sport information.

#### **RATIONALE**

The environment surrounding sport media is precarious and ever changing. When dealing with the media, sport communication managers must be able to identify and select the most appropriate strategies for disseminating information, handling crises situations, and fostering a positive rapport with influential sport media. Public demand has pushed sport media personnel to new levels of influence in the quest to satisfy the needs of information seeking publics. This atmosphere creates numerous challenges for sport communication professionals when it comes to dealing with the media and keeping the organizations and the athletes they represent in a positive public light.

#### **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. Appraise sport media strategies' effectiveness.
- B. Select appropriate sport media strategies for a variety of scenarios.

- C. Construct an effective Communication and Publicity Plan.
- D. Compose effectual media platform protocols.
- E. Produce relevant public relations information for a sport organization.

**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 provide a thread in response to the provided prompt for each forum. Each thread must be 400–500 words, demonstrate course-related knowledge, and include the textbooks, at least 1 outside resource, and 1 Scripture reference in current APA format. In addition to the thread, the student is required to reply to 2 other classmates’ threads. Each reply must be 200 words. (MLOs: A, B, D, E)

- D. Fantasy Sports PR Weekly Project (7)

Various fantasy sport leagues will be organized for this course through ESPN. The sport for these leagues will vary depending on what time of the year the course is taking place. All teams will be auto-drafted. Students must follow the athletes on their team during the entire term. Every week, each student will be required to submit at least 2 public relations forms of communication in relation to real-life events involving the players on the student’s fantasy team (ex. A Press Release about one of their players being arrested for DUI or an injury report for a game week, etc.) (MLOs: A, B, E)

- E. Communication and Publicity Plan

Students will develop a Communication and Publicity Plan regarding an athlete, organization, or event using current APA format. The Plan will apply the concepts learned in this course as well as other courses with in the Communication and Public Relations Cognate. Additional information about the Plan is posted on Blackboard. The plan must be submitted as a PowerPoint presentation. (MLOs: A, B, C, E)

- F. Social Media Policies Project

Students are tasked with developing a social media policy for a Division I Athletic Department. This social media will include sections for and encompass all players, coaches, staff, and administrators. Special consideration should be given towards legal and ethical dimensions that apply. The policy should be thorough with no loopholes or gaps in coverage. (MLOs: A, B, D)

G. 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 50 pts ea)	100
Fantasy Sports PR Weekly Project (7 at 50 pts ea)	350
Communication and Publicity Plan	250
Social Media Policies Project	100
Test 1 (Modules 1–3)	100
Test 2 (Modules 4–8)	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 430**

Textbooks: Pederson 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>	Stoldt et al.: ch. 2 1 presentations	Course Requirements Checklist Class Introductions	10 0
<b>2</b>	Stoldt et al.: chs. 7–8	DB Forum 1 Fantasy Sports PR Weekly Project	50 50
<b>3</b>	Stoldt et al.: ch. 3	Fantasy Sports PR Weekly Project	50
<b>4</b>	Stoldt et al.: ch. 11	Communication and Publicity Plan Fantasy Sports PR Weekly Project	250 50
<b>5</b>	Pederson et al.: ch. 9	Fantasy Sports PR Weekly Project Test 1	50 100
<b>6</b>	Pederson et al.: ch. 6	DB Forum 2 Fantasy Sports PR Weekly Project	50 50
<b>7</b>	Stoldt et al.: ch. 15 Pederson et al.: ch. 13	Social Media Policies Project Fantasy Sports PR Weekly Project	100 50
<b>8</b>	Stoldt et al.: ch. 12 1 presentations	Fantasy Sports PR Weekly Project Test 2	50 100
<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**.