

**WAYLAND BAPTIST UNIVERSITY**  
**Plainview Campus**  
**School of Education**  
**Division of Exercise and Sport Science**

**2. Wayland Mission Statement:**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success and service to God and humankind.

**3. Course Name:**

EXSS 4320 VC01- Sport Communication

**4. Term:**

Fall 2017- August 21<sup>st</sup>-November 4<sup>th</sup>

**5. First and Last Name of Instructor:**

Professor Michael “Todd” Weldon

**6. Office Phone and Email:**

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EXSS Front Office - 806.291.1056  
Laney Center Front Desk - 806.291.3780

**7. Office Hours:**

N/A (Online)

**8. Class Meeting Time and Location:**

Virtual Campus

**9. Catalog Description:**

Acquaints students with public and media relations in sport administration; presentation principles, standards and guideline in sport public relations; information technology and its role in sport; concepts of public relations with sport and leisure organizations.

## **10. Prerequisites:**

EXSS 3322 Psychology of Sport and Physical Activity

## **11. Required Textbook and Resource Materials:**

- Textbook: Stoldt, G.C., Dittmore, S.W., Branvold, S.E. (2016). *Sport Public Relations*. (2<sup>nd</sup> Edition), IL: Human Kinetics. ISBN: 978-0-736090-38-4

## **12. Optional Materials:**

- Resources available through WBU and Online libraries
- Access to WBU Learning Resources [www.wbu.edu/lrc](http://www.wbu.edu/lrc)

## **13. Course Outcome Competencies:**

1. The student will demonstrate the linkages between public relations and strategic management in the context of sports organizations.
2. The student will understand the function(s) of media relations, including publications and events.
3. The student will understand the effective methods for communicating with a variety of publics, not limited to internal and external publics.
4. The student will identify legal in ethical issues related to sport public relations.

## **14. Attendance Requirements:**

- Students enrolled in the University's Virtual Campus should make every effort to participate fully in the class. In order to make up incomplete work, the student must explain the reason for the deficiency to the instructor, who will then determine whether the omitted work may be made up. When a student shows a lack of participation considered by the instructor to be excessive, the instructor will so advise the student. Any student who misses 25 percent or more of the class assignments will receive a grade of "F" in the course. The discussion board is a part of the course requirements and will be part of the class attendance. Additional participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University's attendance policy.

## **15. Plagiarism and Academic Dishonesty:**

### **ACADEMIC HONESTY:**

- Wayland students are expected to conduct themselves according to the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as possession of examinations or examination materials, forgery, or plagiarism. Disciplinary action for academic

misconduct is the responsibility of the faculty member assigned to the course. The faculty member is charged with assessing the gravity of any case of academic dishonesty and with giving sanctions to any student involved. The faculty member involved will file a record of the offense and the punishment imposed with the dean of the division, campus dean, and the provost/academic vice president. Any student who has been penalized for academic dishonesty has the right to appeal the judgment or the penalty assessed.

### **Plagiarism**

“Plagiarism — The attempt to represent the work of another, as it may relate to written or oral works, computer-based work, mode of creative expression (i.e. music, media or the visual arts), as the product of one's own thought, whether the other's work is published or unpublished, or simply the work of a fellow student.

1. When a student submits oral or written work for credit that includes the words, ideas, or data of others, *the source of that information must be acknowledged through complete, accurate, and specific references*, and, if verbatim statements are included, through use of quotation marks as well. By placing one's name on work submitted for credit, the student certifies the originality of all work not otherwise identified by appropriate acknowledgements. *A student will avoid being charged with plagiarism if there is an acknowledgement of indebtedness.*”

<http://catalog.wbu.edu/content.php?catoid=3&navoid=210>

### **16. Disability Statement:**

- In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

### **17. Course Requirements and Grading Criteria:**

#### **A. Assigned Readings**

- a. This course will be organized into 11 weeks. Each week you will have a designated chapter(s) to read. The chapter readings are encouraged so that you may understand the competencies for each chapter allowing you to be successful with the weekly quizzes, discussion boards, examinations, learning activity assignments and communications project along with gaining the course competencies to be successful in your area of sport management.

#### **B. Discussion Participation** – will assess competencies 1, 2, 3, 4,

- a. A discussion board will be available on Blackboard every week
- b. Each student will consider the proposed topic, and write an original concise response (no more than 100 words)
  - i. Must include at least two citations

- c. After generating an response, each student is expected to review peer responses and comment on two student's post
      - i. Must include at least one citation
    - a. **10**, worth **10 points each**
- C. Learning Activity Assignments**
  - a. Every couple of weeks you will have a learning activity assignment that will allow you to take the information that you have learned through the assigned course readings, discussions, quizzes and practice them out through a learning activity
  - b. You will have access to each learning activity a couple of weeks before it is due giving you sufficient time to work through the activity and relay any questions to your professor or classmates
  - c. **5**, worth **20 points each**
- D. Chapter Quizzes (Bi-Weekly)**
  - a. You will have a quiz bi-weekly that will assess your competencies for the chapter(s) covered each week
  - b. **5**, worth **20 points each**
- E. Examinations** – will assess competencies 1, 2, 3, 4
  - a. **3 Exams, worth 100 points each**
    - i. Exam 1
      - 1. Chapters 1-5
    - ii. Exam 2
      - 1. Chapters 6-10
    - iii. Exam 3
      - 1. Chapters 11-15
- F. Communication project. Worth 200 points.** Student will develop a portfolio of communication activities that demonstrate successful communication skills in a variety of media and to a variety of populations. **I will send a course announcement through blackboard with checkpoints on when you should have each component of the communication project.** The communication project portfolio will be due all together at the end of the semester. **The checkpoints will give you some accountability on getting each component completed, so that you're not trying to do it all at once at the end of the semester.**
  - a. Written communications
    - i. Press release – from organization to the world via mass media
    - ii. Internal memoranda (both):
      - 1. Communication between employee peers to introduce a novel concept or proposal of a project
      - 2. Communication from a manager or boss to the employees for the same project as in #1
  - b. Verbal and presentation communications
    - i. Professional Presentation for NARCE, TAHPERD, SHAPE America, or other professional conference
  - c. Nonverbal and subconscious communication
    - i. Draw up a written plan for a press conference to introduce one of these:

1. Addition of a selected sport to WBU's athletic department
  2. A new program to your selected organization/business (i.e., a new youth program for an ice rink business)
- ii. Analysis of symbols used by organizations and businesses in your selected sport and profession (i.e., team and business logos)
- d. Mixed-media and social media communication
    - i. Identify a series of strategies (marketing plan) to utilize social media to engage potential customers for your selected organization
    - ii. Analysis three different similar sport organization or sport business websites

G. 800 Total Points Possible

- A: 720-800 points
- B: 640-719 points
- C: 560-639 points
- D: 480-559 points
- F: Fewer than 480 points, **or** absent more than 25% of class time

**18. Tentative Schedule:**

(see attached calendar)

**19. Additional Information:**

- A. You will have one week to complete the assigned chapter readings for that week. You will also have a weekly discussion board that full participation will be required. **Your initial post to the discussion board question will be due by Thursday at 11:59 p.m CST.** This will give all students the opportunity to **respond to 2 other students post before 11:59 p.m CST on Sunday of each week.** You will have quizzes that will be bi-weekly that must **be submitted by Sunday before 1159 CST the week its due.** The quiz will most times cover competencies from several chapters that have been covered during the weeks leading up to the due date. You will also have learning activity assignments throughout the semester along with the communication project and exams.
- B. **No late assignments will be accepted.** The due dates are presented at the beginning of class. Please do not wait until the last minute to start your assignments, as due dates will not be extended as a matter of routine.
- C. **Online etiquette:** The following will not be tolerated:
  - a. Abusive or derogatory comments toward your classmates.
  - b. Swear words in your postings.
- D. **Written work should:**
  - be clear, well organized, and concise.
  - be free from grammatical and spelling errors.
  - be Typed (12 point) and double space with 1 inch margins on left and right, with name, date, course in upper right.
  - APA guidelines should be followed in all cases.

**EXSS 4320**  
**Sport Communication**

Week #	Date	Reading	Assignments
1	August 21 <sup>st</sup> - August 27 <sup>th</sup>	Ch. 1 – Introducing Sport Public Relations	-Syllabus -Read Chapter 1 -Personal Introduction ( <b>due by Sunday at 11:59 p.m. CST</b> ) -DB 1 ( <b>Initial post due by Thursday at 11:59 p.m. CST</b> ) -Responses to 2 different classmate posts (due by <b>Sunday at 11:59 p.m. CST</b> )
2	August 28 <sup>th</sup> - September 3 <sup>rd</sup>	Ch. 2- Integrating Public Relations with Strategic Management	- Read Chapter 2 -DB 2 ( <b>Initial post due by Thursday at 11:59 p.m.</b> , Responses to 2 different classmate posts <b>due by Sunday at 11:59 p.m)</b> -Chapter Quiz #1 covering Chapters 1 and 2 <b>due by Sunday at 11:59 p.m</b>
3	September 4 <sup>th</sup> - September 10 <sup>th</sup>	Ch. 3- Creating Public Relations Campaigns  Chapter 4- Using the Internet in Sport Public Relations	-Read Chapters 3 and 4 <b>-No DB this week to give you time to work on written communications portion of your Communication project (Check point #1 to complete both i. and ii. of the project)</b> -Learning Activity Assignment #1 ( <b>due by Sunday at 11:59 p.m. CST</b> )
4	September 11 <sup>th</sup> - September 17 <sup>th</sup>	Ch. 5- Developing Organizational Media	-Read Chapter 5 -DB 3 ( <b>Initial post due by Thursday at 11:59 p.m. CST</b> ) -Responses to 2 different classmate posts ( <b>due by Sunday at 11:59 p.m. CST</b> )

			<p>-Chapter Quiz #2 Covering Chapters 3, 4 and 5 (<b>due by Sunday at 11:59 p.m. CST</b>)</p> <p><b>- Exam #1 (Covering Chapters 1-5 due by Sunday at 1159 p.m. CST)</b></p>
5	September 18 <sup>th</sup> - September 24 <sup>th</sup>	<p>Ch. 6- Focusing on the Sport Organization-Media Relationship</p> <p>Ch. 7- Managing the Sport Organization-Media Relationship</p>	<p>-Read Chapter 6 and 7</p> <p>-DB 4 (Initial post due by <b>Thursday at 11:59 p.m. CST</b>)</p> <p>-Responses to 2 different classmate DB posts (<b>due by Sunday at 1159 p.m. CST</b>)</p> <p>- Learning Activity #2 (<b>due by 1159 p.m. CST on Sunday</b>)</p>
6	September 25 <sup>th</sup> - October 1 <sup>st</sup>	Ch. 8- Employing News Media Tactics	<p>-Read Chapter 8</p> <p>-DB 5 (Initial post due by <b>Thursday at 11:59 p.m. CST</b>)</p> <p>-Responses to 2 different classmate posts (<b>due by Sunday at 11:59 p.m. CST</b>)</p> <p>-Chapter Quiz #3 covering Chapters 6, 7 and 8 (<b>due by 1159 p.m. CST on Sunday</b>)</p>
7	October 2 <sup>nd</sup> - October 8 <sup>th</sup>	Ch. 9- Staging Interviews, News Conferences, and Media Events	<p>-Read Chapter 9</p> <p>-DB 6 (Initial post due by <b>Thursday at 11:59 p.m. CST</b>)</p> <p>-Responses to 2 different classmate posts (<b>due by Sunday at 11:59 p.m. CST</b>)</p> <p>-Learning Activity #3 (<b>due by 1159 p.m. CST on Sunday</b>)</p> <p><b>- Check point #2 for Communication Project to have completed parts a. and b. of the communication project</b></p>
8	October 9 <sup>th</sup> - October 15 <sup>th</sup>	Ch. 10- Communicating in Times of Crisis	<p>-Read Chapter 10</p> <p>-DB 7 (Initial post due by <b>Thursday at 11:59 p.m. CST</b>)</p> <p>-Responses to 2 different</p>

			<p>classmate posts <b>due by Sunday at 11:59 p.m. CST)</b></p> <p>-Chapter Quiz #4 covering Chapters 9 and 10 (<b>Sunday at 11:59 p.m. CST)</b>)</p> <p>- <b>Exam #2 covering Chapters 6-10 (Due by 1159 p.m. CST on Sunday)</b></p>
<b>9</b>	October 16 <sup>th</sup> - October 22 <sup>nd</sup>	<p>Ch. 11- Exploring Unmediated Communication Tactics</p> <p>Ch. 12- Demonstrating Social Responsibility</p>	<p>- Read Chapters 11 and 12</p> <p>-DB 8 (Initial post due by <b>Thursday at 11:59 p.m. CST)</b>)</p> <p>-Responses to 2 different classmate posts (<b>due by Sunday at 11:59 p.m. CST)</b>)</p> <p>-Learning Activity Assignment #4 (<b>due by 1159 p.m. CST on Sunday)</b>)</p>
<b>10</b>	October 23 <sup>rd</sup> - October-30 <sup>th</sup>	<p>Ch. 13- Communicating with Internal Publics</p> <p>Ch. 14- Communicating with External Publics</p>	<p>- Read Chapter 13 and 14</p> <p>-DB 9 (Initial post due by <b>Thursday at 11:59 p.m. CST)</b>)</p> <p>-Responses to 2 different classmate posts (<b>due by Sunday at 11:59 p.m. CST)</b>)</p> <p>-Chapter Quiz #5 covering chapters 11, 12, 13 and 14 (<b>due by 1159 p.m. CST on Sunday)</b>)</p> <p>Learning Activity #5 (<b>due by Sunday at 1159 p.m. CST)</b>)</p>
<b>11</b>	October 31 <sup>st</sup> - November 4 <sup>th</sup>	<p>Ch. 15- Legal and Ethical Dimensions of Sport Public Relations</p>	<p>-Read Chapter 15</p> <p>-DB 10 Final Discussion Board (<b>submit only one post by Saturday at 1159 p.m. CST)</b>)</p> <p>- <b>Exam #3 covering Chapters 11-15 (due by Saturday at 11:59 p.m. CST)</b></p> <p>-<b>Submit Communications Project (Finish Line) by 1159 p.m. CST on Saturday</b></p>

