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**WBU Online**

**School of Education**

**UNIVERSITY 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.

# COURSE NUMBER & NAME:

EXSS 4320 VC01 Sport Communication

## TERM:

Spring 1 2021

## INSTRUCTOR:

Mrs. Berry

## CONTACT INFORMATION:

Office phone: 806-281-8463

WBU Email: Kimberly.berry@wayland.wbu.edu

## OFFICE HOURS, BUILDING & LOCATION:

Virtual Campus

## COURSE MEETING TIME & LOCATION:

Virtual Campus

## 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. Prerequisite(s): [EXSS 3322](http://catalog.wbu.edu/preview_program.php?catoid=7&poid=1772&hl=fitness&returnto=search&_ga=2.85346585.1064077816.1606664778-254651517.1590785172#tt9572) Psychology of Sport & Physical Activity

## PREREQUISITE:

EXSS 3322 Psychology of Sport & Physical Activity

## REQUIRED TEXTBOOK AND RESOURCE MATERIAL:

Stoldt (2012). Sport Public Relations. Human Kinetics ISBN: 978-0-736090-38-4

## OPTIONAL MATERIALS

Will be provided by the instructor.

## COURSE OUTCOMES AND COMPETENCIES:

## ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

## STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

## 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.

## COURSE REQUIREMENTS and GRADING CRITERIA:

“Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

## TENTATIVE SCHEDULE

**Complete Course Calendar**

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| --- | --- | --- | --- |
| **Week** | **Module** | **Instructional Activities** | **Assignments Due** |
|  | Getting Started | Check computer compatibility on Blackboard  Establish library access from home  Create a quiet study environment  Resolve all computer difficulties  Find 2 ‘back-up’ computers w/internet | **All assignments are due by *Sunday at 11:59pm CST*** |
| *Jan 11-17* | **Module 1:** | Review Syllabus |  |
| *Jan 18-24* | **Module 2:** |  |  |
| *Jan 25-31* | **Module 3:** |  |  |
| *Feb 1-7* | **Module 4:** |  |  |
| *Feb 8-14* | **Module 5:** |  |  |
| *Feb 15-21* | **Module 6:** |  |  |
| *Feb 22-28* | **Module 7:** |  |  |
| *Mar 1-6* | **Module 8:** |  | Submit Paper no later than SATURDAY by 11:59pm |

## ADDITIONAL INFORMATION

-You will have one week to complete the readings and assignments. Each assignment will be due on Sunday by 11:59pm CST unless otherwise noted.

-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.

-If there are any activities that you cannot complete (due to lack of equipment), let me know immediately.

-All assignments must be submitted in a **Word Document format** (.doc, or .docx). Failure to turn in assignments in this format will result in a reduction of points.

-Communication: Please use your **WBU email** to communicate. Feel free to text if you have a pressing concern that needs immediate attention. Otherwise, I check email generally once a day and will respond as quick as possible.

-On all communication you must identify the name of this course you are taking. List your **full name, course name**, and clearly identify the **assignment** you are asking about. Failure to provide professional and complete emails may result in no response from instructor.