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Sports Information and Media

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Sports Information and Media (SM 2400)
Online

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Office Hours: By appointment

Direct email is the best way to reach out to me. Please email me directly at cgoebert@kennesaw.edu and not through D2L.

Text: Stoldt, C., Dittmore, S., & Branvold, S. (3rd Edition, 2020). Sport Public Relations. Human Kinetics

Course Description:

This class is designed to familiarize students with the field of sport information including mass communication, print media, broadcast media, sports news releases, interviewing, and public relations. Emphasis is placed upon the gathering, managing, and delivering information about sport organizations, teams, players, and coaches to the public.

Course Objectives:

Upon completion of this class students should be able to:

1. Analyze how mass media operates throughout the world of sport.
2. Identify, explain, and use sport terminology and colloquialisms.
3. Identify and explain the evolution of sport and the media including the history of the print and electronic media relative to sport.
4. Explain and analyze how the print media operates in sport.
5. Explain and analyze how radio and television cover sport events.
6. Explain and analyze how the internet has changed how sporting events are covered.
7. Articulate and analyze issues involving sport journalism and broadcasting.
8. Explain the role of public relations for a sport agency & its interaction with media.

Course Skills:

Upon completion of this class students should be able to:

1. Write a sport press release.
2. Conduct a Social Media Audit.
3. Develop and analyze sport web sites, graphics, and desktop publishing.
4. Evaluate a PR campaign.
5. Create a graphic or presentation using Adobe Express.

Course Expectations:

Assignments

Students should complete all assignments on time. All assignments are due at 11:59 PM on the stated due date. **If a deadline is missed, a reduction of 10% of the total score for the given assignment will occur for every day the assignment is late (immediately after the original deadline, e.g. 9:05 a.m.). No credit will be given for assignments turned in two days after the due date (i.e. If the assignment was due Monday and you turn it in Wednesday, it will not be accepted).**

Podcast Summary (10%): For this assignment, students will listen to the designated podcast and write a two (2) to three (3) page paper based on the insight and information provided. They will then create and present an Adobe Express document about that podcast.

Class Assignments/Homework (25%): Throughout the semester students will be involved in class/homework assignments.

Exams: Exams (45%) will consist of true/false, multiple choice, short answer and essay. For essay questions, students are expected to develop connections between theoretical data and practical application of such data. Dates of the exams are posted on the course outline. Students must contact the instructor at least 48 hours **BEFORE** the scheduled exam in order to be eligible for make-up exams. Be aware that make up exams may be essay. The exams must be completed on the dates noted in the syllabus.

Late Exams: If a student does not submit an exam on time, then they can request to submit the exam late. Late exams will be awarded 50% credit if submitted before May 1st at 11:59 P.M. Thus, your grade on the exam will be multiplied times 0.5, and that will be your grade on the exam.

Discussion Boards (10%): Because discussion boards are intended to be an active discussion, no participation will be accepted after the specified due dates. Each module will contain one graded-discussion-topic. However, you are not required to participate in every discussion topic. This is so you can choose to participate in discussions about which you are more passionate.

You are required to participate in at least two Discussion-Topics for the material covered on the first exam (Modules 1-5) by making at least TWO posts in different discussion-topics and commenting on at least TWO separate posts by your fellow students. The deadline for participating in these discussion topics is the day before Exam 1 at 11:59 P.M.

You are required to participate in at least two Discussion-Topics for the material covered on the second exam (Modules 6-9) by making at least TWO posts in different discussion-topics and commenting on at least TWO separate posts by your fellow students. The deadline for participating in these discussion topics is the day before Exam 2 at 11:59 P.M.

You are required to participate in at least two Discussion-Topics for the material covered on the final exam (Modules 10-14) by making at least TWO posts in different discussion-topics and commenting on at least TWO separate posts by your fellow students. The deadline for participating in these discussion topics is the day before Exam 3 at 11:59 P.M.

Concept Quizzes (10%) will be used to evaluate your sport terminology and colloquialisms. There will be two scheduled throughout the semester.

Midterm Grades Syllabus Statement:

“A midterm grade will be assigned by the midterm grade due date identified on the Spring 2023 academic calendar. This midterm grade is for assessing mid-semester performance prior to the last day to withdraw without academic penalty. You may view your midterm grade in Owl Express. Note that only your final grade will be officially recorded on your academic transcript.”

Student Responsibility

- Check the D2L course-website regularly;
- Follow the daily schedule in the syllabus;
- Review the Power-Points for each module;
- Complete and submit quizzes & exams on time;
- Complete and submit graded-discussion-board assignments on time;

Grading Distribution & Components:

Discussion Board Participation	10%	
Concept Quizzes (2)	10%	A: 90 – 100
Class Assignments/Homework	25%	B: 80 – 89
Podcast Summary/Presentation	10%	C: 70 – 79
Exams	45%	D: 60 – 69
		F: < 60
	100%	

Disruptive Behavior:

The University has a stringent policy and procedure for dealing with behavior that disrupts the learning environment. Consistent with the belief that your behavior can interrupt the learning of others, behavior that fits the University's definition of disruptive behavior will not be tolerated. (See Campus Policies and Procedures in the KSU Graduate Catalog).

Academic Integrity:

Every KSU candidate is responsible for upholding the provisions of the Student Code of Conduct, as published in the Undergraduate and Graduate Catalogs. Section II of the Student Code of Conduct addresses the University's policy on academic honesty, including provisions regarding plagiarism and cheating, unauthorized access to University materials, misrepresentation/ falsification of University records or academic work, malicious removal, retention, or destruction of library materials,

malicious/intentional misuse of computer facilities and/or services, and misuse of student identification cards. Incidents of alleged academic misconduct will be handled through the established procedures of the University Judiciary Program, which includes either an "informal" resolution by a faculty member, resulting in a grade adjustment, or a formal hearing procedure, which may subject a student to the Code of Conduct's minimum one semester suspension requirement.

The student is reminded to consult the KSU Undergraduate Catalog for the University's policy. Any strategy, which has the appearance of improving grades without increasing knowledge, will be dealt with in accordance with the University's policy on academic honesty. In addition, students in the graduate program in special education are held accountable by the Georgia Professional Code of Ethics for Educators (<http://www.doe.k12.ga.us/informationresources/ethics.html>) and the Council for Exceptional Children's (CEC) Code of Ethics for Educators of Persons with Exceptionalities (<http://www.cec.sped.org/ps/code.htm#1>).

Academic Honesty Statement:

The KSU Graduate Catalog states "KSU expects that graduate students will pursue their academic programs in an ethical, professional manner. Any work that students present in fulfillment of program or course requirements should reflect their own efforts, achieved without giving or receiving any unauthorized assistance. Any student who is found to have violated these expectations will be subject to disciplinary action."

Diversity Statement: A variety of materials and instructional strategies will be employed to meet the needs of the different learning styles of diverse learners in class. Candidates will gain knowledge as well as an understanding of differentiated strategies and curricula for providing effective instruction and assessment within multicultural classrooms. One element of course work is raising candidate awareness of critical multicultural issues. A second element is to cause candidates to explore how multiple attributes of multicultural populations influence decisions in employing specific methods and materials for every student. Among these attributes are **age, disability, ethnicity, family structure, gender, geographic region, giftedness, language, race, religion, sexual orientation, and socioeconomic status**. An emphasis on cognitive style differences provides a background for the consideration of cultural context.

Kennesaw State University provides program accessibility and accommodations for persons defined as disabled under Section 504 of the Rehabilitation Act of 1973 or the Americans with Disabilities Act of 1990. A number of services are available to support students with disabilities within their academic program. In order to make arrangements for special services, students must visit the Office of Disabled Student Support Services (ext. 6443) and develop an individual assistance plan. In some cases, certification of disability is required.

Please be aware that there are other support/mentor groups on the campus of Kennesaw State University that address each of the multicultural variables outlined above.

Course Delivery

KSU may shift the method of course delivery at any time during the semester in compliance with University System of Georgia health and safety guidelines. In this case, alternate teaching modalities that may be adopted include hyflex, hybrid, synchronous online, or asynchronous online instruction.

Institutional Policies

[Federal, BOR, & KSU Required Syllabus Policies](#)

Student Syllabus Resources

[Student Syllabus Resources - Curriculum, Instruction, Assessment \(kennesaw.edu\)](#)

COVID-19 illness

If you are feeling ill, please stay home and contact your health professional. In addition, please email your instructor to say you are missing class due to illness. Signs of COVID-19 illness include, but are not limited to, the following:

- Cough
- Fever of 100.4 or higher
- Runny nose or new sinus congestion
- Shortness of breath or difficulty breathing
- Chills
- Sore Throat
- New loss of taste and/or smell

COVID-19 vaccines are a critical tool in “Protecting the Nest.” If you have not already, you are strongly encouraged to get vaccinated immediately to advance the health and safety of our campus community. As an enrolled KSU student, you are eligible to receive the vaccine on campus. Please call (470) 578-6644 to schedule your vaccination appointment or you may walk into one of our student health clinics.

For more information regarding COVID-19 (including testing, vaccines, extended illness procedures and accommodations), see KSU’s official [Covid-19 website](#).

Face Coverings

Based on guidance from the University System of Georgia (USG), all vaccinated and unvaccinated individuals are encouraged to wear a face covering while inside campus facilities. Unvaccinated individuals are also strongly encouraged to continue to socially distance while inside campus facilities, when possible.

These dates and topics may change. Any changes will be announced in class and via D2L.

DATE	CLASS CONTENT	ASSIGNMENTS
Module 1 Aug 14	Introduction/Sport Public Relations *Discussion Board	Read Chapter 1
Module 2 Aug 21	PR & Strategic Management *Discussion Board	Read Chapter 2
Module 3 Aug 28	Issues & Reputation Management Quiz & Adobe Spark Video	Chapter 2 Quiz due by Sep 1st at 11:59 pm.
Module 4 Sep 4	Visual Appeal & Media/ Adobe Spark *Discussion Board	Visual Appeal Assignment Due Sep 8 th 11:59 pm
Module 5 Sep 11	Sport Org & Media Relationship Discussion Boards Due Sep 14th 11:59 pm	Chapter 6 & Exam 1 Due Sep 15th 11:59 pm
Module 6 Sep 18	Engaging Key Publics via Social Media *Discussion Board	Read Chapter 3 Daniela Burleyson Sheet due Sep 22nd 11:59 pm
Module 7 Sep 25	Social Media & Future Media *Discussion Board	Social Media Audit Due Sep 29th 11:59 pm
Module 8 Oct 2	Engaging Key Publics via Digital Media *Discussion Board	Read Chp 4 & ESPN Edge Sheet due Oct 6th 11:59 pm
Module 9 Oct 9	Digital Development & Design Discussion Boards Due Oct 12th 11:59 pm	Chapter 4 & Exam 2 Due at 11:59 pm Oct 13th
Oct 10	Last Day to Withdraw Without Academic Penalty	Oct 10
Module 10 Oct 16	Legacy Media *Discussion Board	Chapter 5 & Game Notes Due Oct 20th 11:59 pm
Module 11 Oct 23	Employing News Media Tactics *Discussion Board	Read Chapter 7
Module 12 Oct 30	Employing News Media Tactics *Discussion Board	Read Chapter 7 & FIFA Press Release Due Nov 3rd 11:59 pm
Module 13 Nov 6	Communicating in times of crisis *Discussion Board	Read Chapter 8
Module 14 Nov 13	Community & Social Responsibility *Discussion Board	Chapter 9 & CSR Quiz due Nov 17th 11:59 pm
Nov 20	FALL BREAK	
Nov 27	Podcast Product & Paper	Adobe Express Product & Paper Due Dec 1st 11:59 pm
Dec 4	Review & Discussion Boards Due Dec 4th 11:59 pm	
Dec 5	Exam 3 (Tuesday December 5th)	12:00 AM to 11:59 PM

*Instructor reserves the right to modify exams, assignments, and topic discussions due to time constraints.