Instructor: Dr. Dianna P. Gray
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Telephone: 351-1725

Class Meetings: May 29-31 & June 26-28; F: 6-10; Sat/Sun: 8-5
Office Hours: By appointment.

Required Reading:
3. Supplemental readings will be posted on the Blackboard site: http://unco.blackboard.com/

Prior to first class read chapters 1-4, 6, 7, and 10 in Stoldt et al. (2012).

Current Events: Sport is a global business. Therefore, regular reading, web surfing, listening to Podcasts, or viewing of national and international news sources is important for an awareness of issues surrounding sport. SBJ, CNN, MSNBC, espn.com, USA Today, Sports Illustrated, Sports Business International, the NCAA News, and The Chronicle of Higher Education are recommended because of their excellent coverage of issues relating to sport. I expect you to be ready to discuss current topics of interest related to sport, public relations, and managerial communication.

Course Description: This course is designed to serve as an introductory class in public and media relations, and organizational communication for students in sport administration and related areas. In addition to coverage of public and media relations, new media, organizational communication, crisis communication and corporate social responsibility, and their importance in sport will be covered. Throughout the course we will examine and apply the concepts of public relations and communication to the issues and problems relevant to sport and leisure organizations.

The course is intended to provide a general overview of public relations and is divided into topics reflective of the role of public relations and communication in the sport manager’s daily routine, the process involved in managing organizational communication and personal communication (including crisis communication), public relations strategies and tactics, and the application of each in the sport industry. The first portion of the course focuses on the principles, theories and strategies of public relations, persuasion and public opinion, and communication in the context of a saturated media environment. A very broad view of public relations will be undertaken. The second portion of the course will be devoted to the application of public relations, media relations, social media, and publicity tactics as practiced in a variety of sport and leisure settings. A number of practical exercises will be undertaken to hone writing and oral communication skills in public relations and managerial applications. Throughout the course, an emphasis on students’ future role as leaders in the sport industry will drive our discussions and work.

Class Format: I believe that students learn best and retain the most through active participation in the learning process. Therefore, class sessions will consist of a mixture of current events, short lectures, student discussions of the readings and assignments, case discussions, media presentations, active learning/in-class, and Blackboard-based exercises. Class information and announcements will be also posted on the Blackboard site.
Course Lectures and Supplemental Materials: Content-based PowerPoint lectures for each topic are available via Blackboard. Prior to each class session, I expect you to have completed all assigned readings, reviewed the PowerPoint slides, and be prepared to thoughtfully discuss the topic schedule for the day's class.

Library Utilization: I encourage you to use Michener Library's The Source (online library catalog) to supplement assigned readings and to complete assignments. The Source provides access to the catalogs of several research libraries, the UnCover serials database, and several information databases. The Source can be accessed from all computers with Internet access. SBRnet (Sports Business Research Notebook), Business Periodicals Index, InfoTrac General Businessfile ASAP, First Search's ABI, and Dialog@CARL are also good sources for identifying information related to the sport industry. Note: links to the Source and all databases are found via the online Sport Administration Research Guide.

Learning Objectives: Upon satisfactory completion of the course, students will be able to:

1. Demonstrate comprehension of the role of public relations and crisis communication in sport and leisure organizations, as well as the ability to apply general public relations and communication principles to actual problems confronted by sport practitioners.
2. Clarify the role of, and relationship between, marketing, sponsorship and public relations in sport organizations.
3. Articulate clearly how principles of influence and persuasion can be appropriately implemented in organizational communication.
4. Recognize the importance of new media and social networking, and its use in today's public relations and sport environments.
5. Develop, for later implementation, a social media campaign, and a crisis communication plan in their specific area of interest and expertise.
6. Produce succinct written documents for internal and external audiences, clear in purpose, correctly formatted, and suited to the appropriate target audience(s).
7. Demonstrate the ability to find relevant public relations and sport business information using traditional and computer (i.e., Internet and electronic) research tools.
8. Improve communications skills, verbal and written, in their application of public relations principles and tactics.

Course Requirements and Expectations:

1. Regular class attendance is expected. Attendance is part of the academic requirement of a course and reflects your commitment to your academic career. Absences may influence the instructor's evaluation of student performance or affect eligibility to submit course work. If you are absent for any reason, you are expected to first check with other students to find out about lecture material and/or assignments. Absence is not an excuse for missing work.
2. Class participation as demonstrated by being prepared for each class and being actively engaged in the discussion of the assigned materials. Class discussion and peer interactions enhance the development of listening, analytical and critical thinking skills. Class discussion also expands knowledge and often forces students to embrace another's perspective. I expect you to ask questions and participate in class discussions. You may increase your participation by bringing in newspaper clippings, magazine articles, web site addresses, etc. that have relevance or application to sport and public relations and/or posting pertinent news pieces online (in the Discussion Board).
3. Completion of all readings, course assignments, exercises, and examinations. I expect that you will take ownership of your learning, complete all of the course readings, and to reflect on the application of these readings to your current or future job. I expect you to master the material, as well as how the theories and concepts are (or could be) applied to the sport industry. I refer to this relationship as theory (content) to practice (context). I also expect you to ask questions in a timely fashion (it is okay to not know, but not okay to continue not knowing).
4. You should plan to complete all assignments on time. Assignments are due at the beginning of the class period unless otherwise specified. For all assignments a hard copy as well as an electronic copy (uploaded to Blackboard) is required. It is your responsibility to make sure that assignments are successfully uploaded in Blackboard or if mailed, are received by the instructor. Late assignments will not be accepted; failure to turn in work on time will result in a zero for the assignment. In addition to accurate content and thoughtful analysis, proper spelling, grammar, and
the overall format/appearance of your work will be considered in the evaluation of all class assignments. All students are expected to use APA (6th ed.) formatting, unless otherwise stated in the assignment’s instructions.

Additional Class Information:
1. All work must be your original work prepared specifically for this class.
2. Because group projects simulate “real world” sport organization practice, they are a valuable learning strategy. The class projects demand that you prepare well ahead of the due date.
3. Enrollment in this class is an indication of your interest in the field of sport administration. Because attitude, appearance and conduct are a reflection of the profession, please respect your classmates and abide by the following: do not prop your feet on the chairs or desks; do not wear caps (baseball or any other) in class; and wear professional clothing (business attire) when presenting in class or when guest speakers are scheduled.

Assignments and Weighting:

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<thead>
<tr>
<th>Individual Work (60%)</th>
<th>Partner/Team Work* (40%)</th>
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<tr>
<td>Critique of Cialdini’s Influence [30%]</td>
<td>Social media campaign plan [30%]</td>
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<tr>
<td>Communication exercises: [25%]</td>
<td>Social media campaign presentation [10%]</td>
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<td>Press conference and press release OR</td>
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<tr>
<td>Crisis communication plan</td>
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<td>Class preparation and participation [5%]</td>
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**Critique of Cialdini’s Influence**: The ability to persuade or influence target audiences and markets is a valuable skill for sport personnel. In this assignment you will be introduced to a number of empirically tested ways to persuasively deliver a message and then applying Cialdini’s principles to a sport industry case.

**Social Media Campaign and Presentation**: The social media campaign focuses on the integration of social media technologies in organizational communication and sport promotion. With the advent of athletic/team/player web sites, social media outlets, and other digital channels of communication, the importance of creating and disseminating consistent, informative, and sellable content is a prime concern for sport organizations. Students will complete this assignment in teams of 2.

**Communication Exercise**: Managerial and organizational communication is imperative for success in the competitive world of sport. This is especially true when an organization must deal with a crisis. For the Communication Exercise, you have the choice of doing a mock (crisis situation) press conference (with an accompanying press release) or completing a crisis communication plan.

Specific details for all assignments will be distributed in class and are posted on the Blackboard site.

**Team Projects**: Over the last two decades there has been a dramatic increase in the use of teams within organizations. Some studies indicate that more than 80% of organizations employ multiple types of workplace teams (Hansen et al., 2006), including sport organizations. Learning how to work effectively in teams is thus an increasingly important skill. For this reason, the social media campaign will be a project completed with a partner. Specific details for this assignment will be distributed in class and posted on the Blackboard site.
Determination of Final Grade:
Foremost in the determination of the final grade is the preparation, quality and completeness of your written work, as well as your preparation for and participation in class. Grades will be calculated on a percentage basis by computing points earned out of total points possible (refer to assignment weighting above). Per the University of Northern Colorado’s grading scale, plus-minus grading will be used in this class as follows: A: 92.5%+; A-: 90.0-92.49%; B+: 87.5-89.99%; B: 82.5-87.49%; B-: 80.0-82.49%; C+: 77.5-79.99%; C: 72.5-77.49%; etc.

Please note that the University’s incomplete policy stipulates that an instructor may give a grade of incomplete only if a student cannot take a final exam (or equivalent) because of hospitalization or a death in the family. The School of Sport and Exercise Science adheres to this policy.

Honor Code: All members of the University of Northern Colorado community are entrusted with the responsibility to uphold and promote five fundamental values: Honesty, Trust, Respect, Fairness, and Responsibility. These core elements foster an atmosphere, inside and outside of the classroom, which serves as a foundation and guides the UNC community’s academic, professional, and personal growth. Endorsement of these core elements by students, faculty, staff, administration, and trustees strengthens the integrity and value of our academic climate.

Academic Misconduct Policy: In accordance with university policy, instances of cheating on examinations, plagiarism, or other offenses that violate rules of fair conduct will be reported to the committee on academic misconduct for investigation. Sport Administration students are expected to conduct themselves in accordance with the highest standards of academic honesty. Cheating, plagiarism, illegitimate possession and disposition of examinations or projects, and similar acts or the attempt to engage in such acts are grounds for disciplinary action. This action can include the following in addition to any University disciplinary action:

1. A zero for the assignment.
2. A failing grade for the course.
3. Expulsion from the UNC Sport Administration program.

Students with Disabilities who believe they may need accommodations in this class are encouraged to contact the Disability Access Center (970/351--2289) as soon as possible to better ensure that such accommodations are implemented in a timely fashion.

Cell Phone: Please be courteous to both the instructor and your classmates, and wait until class breaks to check your messages, sports scores, etc. on your cell phone. If you must take a call, quietly excuse yourself and take the call in the hallway. Thank you for your cooperation.