MISSISSIPPI STATE UNIVERSITY
COLLEGE OF EDUCATION

DEPARTMENT of KINESIOLOGY
COURSE SYLLABUS

Course Prefix & Number: SS 3303
Course Title: Communication Management in Sport
Credit Hours: Three (3) semester hours
Course Type: Lecture

Catalog Description: Functions and tasks of communication professionals in the sport business, including such fields as public relations, media relations, community relations, and promotions.

College of Education Conceptual Framework:

The faculty in the College of Education at Mississippi State University are committed to assuring the success of students and graduates by providing superior learning opportunities that are continually improved as society, schools, and technology change. The organizing theme for the conceptual framework for the College of Education at Mississippi State University is educational professionals - dedicated to continual improvement of all students’ educational experiences. The beliefs that guide program development are as follows:

1. KNOWLEDGE - Educational professionals must have a deep understanding of the organizing concepts, processes, and attitudes that comprise their chosen disciplinary knowledge base, the pedagogical knowledge base, and the pedagogical content knowledge base. They must also know how to complement these knowledge bases with the appropriate use of technology.

2. COLLABORATION - Educational professionals must continually seek opportunities to work together, learn from one another, forge partnerships, and assume positions of responsibility.

3. REFLECTION - Educational professionals must be willing to assess their own strengths and weaknesses through reflection. They must also possess the skills, behaviors, and attitudes necessary to learn, change, and grow as life-long learners.

4. PRACTICE - Educational professionals must have a rich repertoire of research-based strategies for instruction, assessment, and the use of technologies. They must be able to focus that array of skills on promoting authentic learning by all students or clients, while exhibiting an appreciation and commitment to the value and role of diversity.
Course Objectives:

1. Explore the purpose of various sport communication programs and their benefits to sporting organizations. CFPO #1, 7
2. Develop an awareness of the history of sport communication programs as well as how they are evolving. CFPO #2, 3
3. Develop an understanding of how strategic communication professionals can function as an integral aspect of a sporting organization’s goals. CFPO #6, 7
4. Develop an appreciation of the critical need for a crisis communication plan and how to develop and execute such a plan. CFPO #5, 9
5. Develop an understanding of the diverse forms of community and public relations practice and how such programs can generate revenue for sporting organizations. CFPO #2, 8

*Note: This course is not part of the teacher preparation program in the Department of Kinesiology and, therefore, InTASC standards have not been applied to objectives.

Topics Covered in the Course:

Introduction to communication management functions in sport (3) CFPO #1, 7
Historical development of sport communication programs (3) CFPO #3, 7
Careers in sport communication (3) CFPO #1, 7
Organizational and leadership communication in sport (3) CFPO #6, 7
Public relations in sporting organizations (3) CFPO #5, 7
Integrating public relations with strategic management in sport (3) CFPO #6, 9
The sporting organization-media relationship (3) CFPO #3, 6
Media relations in sporting organizations (3) CFPO #1, 7
Information services, interviews, and news conferences (3) CFPO #3, 7
The nature of crises and the need to plan for them (3) CFPO #3, 5
Approaches to crisis communication in sport (3) CFPO #3, 6
Developing organizational media (3) CFPO #4, 6
The internet and sport communication (3) CFPO #7, 10
The value of charitable programs and community relations activities (3) CFPO #2, 8
Current trends and the future of sport communication practice (3) CFPO #3, 10
University relations (3) CFPO #3, 4, 11

Required Text:


Methods of Instruction:

Instruction will take place through lectures and class discussions.

Suggested Student Activities:

1. Complete assigned readings (objectives 1, 2, 5)
2. Participate in class discussions (objectives 1, 2, 3)
3. Complete assigned projects (objectives 2, 3, 5)
4. Study for a take exams (objectives 2, 3, 4, 5)

**Honor Code:**

Mississippi State University has an approved Honor Code that applies to all students. The code is as follows:

“As a Mississippi State University student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do.”

Upon accepting admission to MSU, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor Code. Students may be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the MSU community from the requirements or the processes of the Honor Code. For additional information please visit: [http://www.msstate.edu/dept/audit/1207A.html](http://www.msstate.edu/dept/audit/1207A.html).

**Technology:**

An updated calendar, list of readings, and other assignments will be posted on myCourses. Students are encouraged to check the course page on myCourses often.

**Diversity:**

Although diversity is not the central focus of this course, students will be encouraged to think critically about how diversity impacts sport communication as an academic field and professional practice.

**Disability:**

Students who have a disability that requires accommodation(s) should make an appointment with the Office of Student Support Services and Disability Support Services (325-3335) to discuss their specific needs.

**Field Component:**

This course does not have a field component.

**Evaluation of Student Progress:**

Evaluation involves a combination of in-class assessments, independent projects, and examinations. The in-class assessments are designed to allow students to practice collaboration in discussing current topics relevant to sport management. The independent projects encourage
students to be self-sufficient and develop writing skills. The examinations are designed to encourage mastery of course content.

\[ A = 100\% - 90\%, \ B = 89\% - 80\%, \ C = 79\% - 70\%, \ D = 69\% - 60\%, \ F = \leq 59\% \]

**Bibliography:**


