APSM 3372 (002) Advanced Public Relations in Sport (3 credits)
Spring 2011
Applied Physiology and Sport Management Program
Department of Applied Physiology & Wellness
Annette Caldwell Simmons School of Education & Human Development

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Office Hours: By Appointment
Class Time: Tuesday/Thursday 9:30-10:50 a.m.
Class Location: Simmons Hall # 213

Course Overview
This course provides an overview of sport industry-specific communication, including public relations, media relations and community relations. **Prerequisite:** APSM 2310 Contemporary Issues in Applied Physiology and Sport Management

Student Learning Outcomes
- Understand the nature of public relations, including the importance of serving clients, their publics and the greater community
- Understand the emergence of social media and how it affects the role of the PR in the sports industry
- Develop practical skills by identifying and writing for print, broadcast and social media platforms
- Understand the importance of ethics in public relations
- Become aware of the multiple roles of the PR practitioner in the sports and entertainment industry
- Learn to identify and differentiate between internal and external publics
- Gain an understanding of the proper writing mechanics, including AP Style, and grammar to express information clearly for specific publics
- Create a comprehensive writing portfolio to showcase your PR writing samples

Required Texts
Stoldt, G.C., Dittmore, S.W., & Branvold, S.E. (2006). *Sport public relations: Managing organizational communication*. Champaign, IL: Human Kinetics.

Christian, D., Jacobsen, S., & Minthorn, D. (2011). *AP Stylebook and briefing on media law.* New York: The Associated Press.

Breakdown of Assignments

In-class writing assignments*:	35% (350 points)
	(Note: Writing rubrics will be provided for assignments)
▪ media release I	(30 points)
▪ media release II	(40 points)
▪ BIO (biography)	(40 points)
▪ Social media activity	(40 points)
▪ Fact sheet or backgrounder (your choice)	(40 points)
▪ PSAs (:15, :30, :60)	(40 points)
▪ Crisis Management Assignment	(40 points)
▪ PR Campaign Analysis Assignment	(40 points)
▪ Impromptu media release	(40 points)

**One "mulligan" (re-write) assignment is allowed for one (1) of the above writing assignments – excluding the impromptu media release.*

Grammar and AP Style Quiz # 1	5%	(50 points)
Grammar and AP Style Quiz # 2	5%	(50 points)
Portfolio (comprehensive writing samples)	15 %	(150 points)
Midterm	15%	(150 points)
Final exam	20%	(200 points)
Participation and professionalism	5%	(50 points)
Total possible points	100%	(1,000 points)

Attendance Policy

Deductions of points toward the overall grade (of up to 5 points total) from official/counted absences will occur in accordance with the following breakdown:

T/THR classes: 0-2 absences = 0 points lost; 3-4 absences= 3 points lost; >4 absences = 5 points lost.

Grading Scale (percentage, not points)

94-100% = A	77-79% = C+	60-63% = D-
90-93% = A-	74-76% = C	Below 60% = F
87-89 % = B+	70-73% = C-	
84-86% = B	67-69% = D+	
80-83% = B-	64-66% = D	

Professionalism/Participation

100% punctual attendance is expected. Students should be prepared for class. Being present and engaged is different from just showing up. Students are expected to participate in class and be a part of the classroom learning experience. All electronic devices are to be off during class. There is no use of laptops or any electronic devices during class *unless it is specifically allowed during an in-class writing assignment.* You will be notified when it is acceptable to use your laptop for an in-class writing assignment. Students are responsible for checking SMU email and Blackboard daily for messages from the University or from their instructor. Your overall professionalism/participation grade is weighted 5% (50 possible points) of your total grade.

Due Dates

All assignments are due by their deadline. Late assignments are not acceptable. Absence from class does not allow for a late assignment. In other words, a deadline is a deadline. Your work is due by each deadline even if you miss class the day an assignment is due. If you miss a class, the missed assignment should be emailed to your instructor by the deadline. Computer/printer failures are not acceptable reasons for late assignments.

Media Consumption

Students are required to consume at least one half hour of news per weekday. It is important to consumer international, national and local news. Anyone interested in pursuing a career in public relations needs to be aware of what is happening in their world and within their local communities. By keeping up on the news, our class discussions can connect the theoretical concepts with daily life experiences. A balanced “media diet” is imperative for PR professionals.

Class Schedule Breakdown:

Date	**Day**	Topic/Content	Assignments/Activities
Jan 17	Tuesday	Introduction; The role of PR in Sport	
Jan 19	THR	IMC: Integrated Marketing Communication	Read Chapter 1 & 2
Jan 24	Tuesday	PR Campaign Planning RACE: Research, Action (Program Planning), Communication & Evaluation The Important Role of Research	Read Chapter 3
Jan 26	THR	PR Campaign Planning Process (continued) RACE: Research, Action (Program Planning), Communication & Evaluation Award-winning PR campaigns –analyses Cross-Cultural Blunders/The importance of intercultural competency	Handouts/supplemental reading provided Read Chapter 6
Jan 31	Tuesday	PR Writing –AP style/Grammar Workshop I	AP Stylebook/supplemental reading
Feb 2	THR	PR Writing-AP Style/Grammar Workshop II	AP Stylebook/supplemental reading
Feb 7	Tuesday	AP Style/Grammar Quiz	AP Style/Grammar Quiz # 1
Feb 9	THR	Media Writing Workshop: Construction the Media Release	
Feb 14	Tuesday	Construction of the Media Release (continued) Straight news lead vs. feature-style writing	
Feb 16	THR	PR Writing –AP Style/Grammar Workshop III	AP Stylebook/supplemental reading Due: Media Release I
Feb 21	Tuesday	AP Style/Grammar Quiz # 2	AP Style/Grammar Quiz # 2 Read Chapters 4 & 5
Feb 23	THR	The Importance of Media Relations	Read supplemental readings Chapter 7
Feb 28	Tuesday	Media Relations (continued)	
Mar 1	THR	Biographies (BIOs)	Due: Media Release II
Mar 6	Tuesday	Review for Midterm	*Due: BIO*
Mar 8	THR	Midterm	Midterm
Mar 13	Tuesday	SPRING BREAK	SPRING BREAK
Mar 15	THR	SPRING BREAK	SPRING BREAK
Mar 20	Tuesday	Social media vs. traditional media	Read Chapter 12 Due: Impromptu media release
Mar 22	THR	Social Media Workshop (continued) Social Media Case Studies	Due: In-class social media activity (assignment); Read Ch. 8 Due: Fact Sheet or backgrounder

Mar 27	Tuesday	Writing for Broadcast Mediums (TV & Radio) Writing Public Service Announcements (PSAs) In-class broadcasting writing activities/workshop Review of Media Guides	Supplemental reading
Mar 29	THR	Review of Portfolio Assignment Share Examples (portfolios)	Due: PSAs (:15, :30. :60) Read Chapter 13 & 14
Apr 3	Tuesday	PR Campaign Analyses Reebok/SF 49ers Licensing Partnership (Reebok /NFL) Review PR Campaign Analysis Assignment	
Apr 5	THR	PR Campaign Analyses (continued)	Due: PR Campaign Analysis Assignment
Apr 10	Tues	No Class –(Out of class time allowed for portfolios)	NO CLASS
April 12	THR	Issue Management/Crisis Management	Read Chapter 9 Due: Writing Portfolio
Apr 17	Tuesday	Crisis Management Case Study Analyses Nike /Education for Justice In-class video and discussion	Read Chapter 15 Review Sample Crisis Plan (Appendix C)
Apr 19	THR	Legal and Ethical Considerations in Sport PR	Due: Crisis Management Assignment Read Chapter 11
Apr 24	Tuesday	Community Relations, Cause-related PR and Environmental PR	Review Appendix D:Community Relations Plan for a Minor League Baseball Franchise
Apr 26	THR	Review for Final Exam; *Our* last day of full class *(Instructors should not schedule final exams, unscheduled tests or papers during April 26-May 1)*	Review for final
May 1	Tuesday	NO CLASS allocated study time for tomorrow's final	No class
May 2	WEDNESDAY	Saturday, May 5 - FINAL EXAM- 11:30 a.m.-2:30 p.m.	**FINAL EXAM**

Important Dates to Remember

January 23	Monday	Last day to add/drop (w/o grade record or tuition billing) Last day to file for December graduation
March 21	Wednesday	Mid-term grades are due
April 4	Wednesday	Last day to drop a course
March 10-18		Spring Break!

Course Policies:

Re-grade Policy

Students wishing to have the credit awarded on an assignment or test reconsidered, have the option to do so. Re-grade requests *must be made within one class period of the return of the test or assignment to the student*. The full assignment or test will be re-graded and results, either positive or negative will be binding. Requests not made within one class of student receipt will not be considered.

Quality of Work: All written work must be typed (unless otherwise instructed) and must meet the high quality standards expected of an outstanding student and future professional.

Requests for Help with Assignments: Students should feel free to talk to the instructor or teaching assistant, or email the instructor about any assignment; however, the student should always make an effort to begin the assignment before asking for help. Emailing the instructor the night before a long-term assignment is due is not an optimal time for questions.

Requests for Grades of Incomplete: Consult the University Catalog for policies regarding grades of Incomplete.

Disability Accommodations: Disability Accommodations: Students needing academic accommodations for a disability must first be registered with Disability Accommodations & Success Strategies (DASS) to verify the disability and to establish eligibility for accommodations. Students may call 214-768-1470 or visit http://www.smu.edu/alec/dass to begin the process. Once registered, students should then schedule an appointment with the professor to make appropriate arrangements.

Religious Observance: Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence (See University Policy No. 1.9).

Excused Absences for University Extracurricular Activities: Students participating in an officially sanctioned, scheduled University extracurricular activity will be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work (University Undergraduate Catalogue).