

Department Contact Information:

Start Date: 12-OCT-2017

College: E

Department: HPHE

Initiator name:

James Lewis

Department email:

james.lewis@wmich.edu

Effective Term:

201840

Does course need General Education approval?

N

Will course be used in teacher education?

N

If 5000 level course, prerequisites apply to:

Issues in Sport Media

4. Proposed course prerequisites: None

5. Proposed course corequisites: None

6. Proposed course prerequisites that may be taken concurrently (before or at the same time): None

7. Minimum grade for prerequisites: None

8. Major and/or minor restrictions: Not Applicable

9. List all the four-digit major and/or minor codes (from Banner) that are to be included or excluded:
SMGM

10. Classification restrictions: Not Applicable

11. List all the classifications (freshman, sophomore, junior, senior) that are to be included or excluded:
None

12. Level restriction: Not Applicable

13. List the level (undergraduate, graduate) that is to be included or excluded. GR

14. Do prerequisites and corequisites for 5000-level courses apply to undergraduates, graduates, or both? None

15. Is this a multi-topic course? No

16. Proposed course title to be entered in Banner: Issues in Sport Media

17. Is this course repeatable for credit? No

18. Is this course mandatory credit/no credit? No

19. Select class type: Lecture

20. How many contact hours does per week for this course? 3

A. Please choose Yes or No to indicate if this class is a Teacher Education class: No

B. Please choose the applicable class level: Graduate

C. Please choose Yes or No to indicate if this class is a General Education class: No

D. Explain briefly and clearly the proposed improvement.

Adding a new course to fulfill requirements for COSMA Accreditation.

E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.).

The sport industry is a 24/7 news cycle and it is incumbent on a good sport management program to teach students skills and investigate issues related to the media. Those skills include, but are not limited to issues such as press releases, social media, handling media requests, and being aware of the media in sport management.

F. List the student learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.

--Create, write, and edit the various materials produced by sport media professionals.

--Demonstrate in both study and practice the understanding of the professional skills and ethics required in the sport industry.

--Demonstrate in both study and practice the understanding of the relationship between a sport organization and the community.

--Understand media issues and how they effect sport and the sport industry.

G. Describe how this curriculum change is a response to student learning assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.

In Fall, 2017 we hired 2 FTE's to our faculty, bringing sport management faculty to four. We plan to begin the process of accreditation through the North American Society for Sport Management (COSMA). Sport media is one of the areas of COSMA Accreditation.

H. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.

There will be no effect on other colleges, departments or programs. At the present time there is no course on sport media offered through any department at WMU.

I. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

Adding a Sport Media class at the graduate level brings the graduate curriculum in line with current trends in the industry. An undergraduate sport media class was introduced in Fall, 2016 and we have filled it. Graduate students have requested a course on the graduate level. Thus, we are introducing one at the graduate level. Additionally, this is in line with the required accreditation requirements.

J. Effects on enrolled students: are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.

The addition of this class will not have any effect on currently enrolled students. As a part of the new graduate program, it will be an elective course giving students an opportunity to take the course if they are interested in media.

K. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?

The market demand on the undergraduate level is very high and we anticipate it will be the same on the graduate level. A course on media is a necessity in a sport management program. We estimate a class size of 15 to 20 students enrolled each semester the course is offered.

L. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)

The class will be taught by one of the current faculty members in Sport Management. Since advising is already handled by the faculty, there will be no need for additional advising. The course will be offered once per year usually in the Fall.

M. General education criteria. For a general education course, indicate how this course will meet the criteria for the area or proficiency. (See the General Education Policy for descriptions of each area and proficiency and the criteria. Attach additional pages as necessary. Attach a syllabus if (a) proposing a new course, (b) requesting certification for baccalaureate-level writing, or (c) requesting reapproval of an existing course.) Not Applicable

N. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section. Not Applicable

O. Current course description: Not Applicable

P. Proposed course description:

This course is designed to provide students information about the many roles and responsibilities of sport media professionals. Course content will include, but not limited to, writing and producing athletic media relations content, event coverage, working with media outlets, managing crises, and developing community relations. Additionally, this course will cover the many issues created by media how those issues affect the profession of sport.

HPHE 6981 Issues in Sport Media

CATALOG DESCRIPTION

This course is designed to provide students information about the many roles and responsibilities of sport media professionals. Course content will include, but not limited to, writing and producing athletic media relations content, event coverage, working with

media outlets, managing crises, and developing community relations. Additionally, this course will cover the many issues created by media how those issues affect the profession of sport.

**HPHE 6981:
Issues in Sport
Media**

1. Create, write, and edit the various materials produced by sport media professionals.
2. Demonstrate in both study and practice the understanding of the professional skills and ethics required in the sport industry.
3. Demonstrate in both study and practice the understanding of the relationship between a sport organization and the community.

COURSE MATERIALS

Matthew Nicholson, Anthony Kerr, and Merryn Sherwood. *Sport and the Media: Managing the Nexus*, 2nd ed. (London: Routledge, 2015) – selected chapters (e-book on course reserves)

The Associated Press Stylebook (current year)

Other readings as assigned

The AP Stylebook will be a valuable tool which you should consult as you work on your assignments. Please be sure to consult the most recent edition, which can also be found in the reference section of the library and as an e-book on course reserves.

DEADLINES

All assignments are due at the beginning of the class. Sport media professionals work under tight deadlines, which is why late assignments will not be accepted in this course. In the event of a verifiable emergency, please contact me immediately.

ASSIGNMENTS

Standard Percentage Equivalencies for the course:

A	4.0	Outstanding, exceptional, extraordinary
BA	3.5	
B	3.0	Very good, high pass
CB	2.5	
C	2.0	Satisfactory, acceptable, adequate
DC	1.5	
D	1.0	Poor
F	0.0	

Course grades will be determined by:

Written assignments: 75%

Participation: 25%

Please bring two copies of each assignment. One copy will be submitted immediately, and the other copy will be used during the peer editing process.

TOPICS COVERED

Public Relations theory

AP style

Contacting media

News releases

Bios

Publications

Pre-game notes

Post-event stories

Interviews and press conferences

Feature stories

Crisis management

Community relations

Websites and content management systems

ACADEMIC INTEGRITY

Students are responsible for making themselves aware of and understanding the University policies and procedures that pertain to Academic Honesty. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. The academic policies addressing Student Rights and Responsibilities can be found in the Undergraduate Catalog at <http://catalog.wmich.edu/content.php?catoid=24&navoid=974> and the Graduate Catalog at <http://catalog.wmich.edu/content.php?catoid=25&navoid=1030>. If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Conduct. You will be given the opportunity to review the charge(s) and if you believe you are not responsible, you will have the opportunity for a hearing. You should consult with your instructor if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test. In addition, students are encouraged to access the Code of Honor, as well as resources and general academic policies on such issues as diversity, religious observance, and student disabilities:

- Office of Student Conduct www.wmich.edu/conduct
- Division of Student Affairs www.wmich.edu/students/diversity
- Registrar's Office www.wmich.edu/registrar and www.wmich.edu/registrar/policies/interfaith
- Disability Services for Students www.wmich.edu/disabilityservices

Catalog Copy--HPHE 6651--Special Topics in Sport Management

This course will address a variety of topics in Sport Management as they arise and there is a need for class. It will create the opportunity for the Sport Management Program to meet the changing needs of students joining sport management.

3 Hours