

Journalism 377.1

SPORTS COMMUNICATION

Spring, 2015 John Sweeney, Carroll 235

This course will examine the new world of communication by focusing on sports. The intention of the instructor is to look at the converging worlds of journalism, public relations, marketing, advertising, documentary and fiction as expressed in the new commercial reality of sports.

Students will be expected to work on a professional communication assignment for the Orange Bowl Committee as well as follow the conventional readings and lecture format of a college course.

Readings for the Course

Students will be expected to read and discuss the following books during the term:

Blind Side by Michael Lewis

The Big Drop Edited by John Long

Invictus by John Carlin

Holding Court by Chris Goringe

The Making of the Masters by David Owen

Professional Assignment for the Course

Students will participate in an assignment from the Orange Bowl Committee to brand and improve their digital network. Chief Marketing Officer Ana Hernandez-Ochoa will visit the class to critique your work on April 14.

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Evaluation for the Course

Your grade will result from the following evaluations:

Event Analysis	11%	Due: January 29
Semester Test or paper	22%	Due: February 27
Presentation and Portfolio		
Orange Bowl Digital Assignment	33%	Due: April 14 and 21
Take-home Final Exam	34 %	Due: Tuesday, April 28

Take-home exam will be given last day of class.

Schedule of Events

January 8	Perspective 1: Artistic
January 13	Book: THE BLIND SIDE
January 15	DVD
January 20	Perspective 2: Journalism
January 22	Book: THE BIG DROP
January 27	Perspective 3: Public Relations
January 29	Book: INVICTUS
February 3	Perspective 4: Marketing
February 5	Book: HOLDING COURT
February 10	Convergence: Sponsorship and Integration
February 12	Convergence: Celebrity Branding

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February 17 Semester Test
February 19 Convergence: The Activated Event

Required Attendance: Reed Sarratt Lecture with Andrew Robertson, Head of BBDO Advertising on Monday, February 23. Details will be announced in class.

February 24 DVD
February 26 Briefing on Orange Bowl

March 3 Orange Bowl 2
March 5 No class due to Sarratt Lecture

Spring break: March 10 and 13

March 17 Orange Bowl 3
March 19 Orange Bowl 4

March 24 Orange Bowl 5
March 26 Orange Bowl 6

March 31 Orange Bowl 7
April 2 Orange Bowl 8

April 7 Orange Bowl 9
April 9 Orange Bowl 10
Weekend: (Watch 2 hours of the Masters)

April 14 Orange Bowl Presentation
April 16 Masters Tournament Analysis
Book: MAKING OF THE MASTERS

April 21 PORTFOLIOS DUE—WIDE WORLD OF SPORTS
PROGRAM HISTORY
April 23 Three Issues—Take Home Exam Available
Due at noon on Tuesday, April 28

AEJMC STANDARDS FOR 377

- **PRINCIPLES OF FREEDOM OF EXPRESSION**

- **HISTORY AND ROLE OF MEDIA IN SOCIETY**

- **DIVERSE SOCIETY AND AUDIENCES**

- **GLOBAL CULTURAL PERSPECTIVES**

- **ETHICAL PRINCIPLES FOR COMMUNICATION**

- **CRITICAL AND CREATIVE THINKING**

RESEARCH METHODS AND ANALYSIS

- **ACCURACY, FAIRNESS AND CLARITY**

- **DATA, NUMBERS AND STATISTICS**

- **EVOLVING COMMUNICATION TECHNOLOGY**

- **ACADEMICALLY INFORMED COMMUNICATION PRACTICES**