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Washington State University  
MAJOR CURRICULAR CHANGE FORM -- COURSE  
(Submit original signed form and **ten** copies to the Registrar's Office, zip 1035:)

Future Effective Date: 08/22/2014  New course  Temporary course  Drop service course  
(effective date cannot be retroactive)  There is a course fee associated with this course (see instructions)

- Variable credit \_\_\_\_\_
- Increase credit (former credit \_\_\_\_\_)
- Number (former number \_\_\_\_\_)
- Crosslisting (between WSU departments)  
(Must have both departmental signatures)
- Conjoint listing (400/500)
- Request to meet Writing in the Major [M] requirement (Must have All-University Writing Committee Approval)
- Request to meet GER in \_\_\_\_\_ (Must have GenEd Committee Approval)  Fulfills GER lab (L) requirement
- Professional course (Pharmacy & Vet Med only)  Graduate credit (professional programs only)
- Other (please list request) \_\_\_\_\_
- Repeat credit (cumulative maximum \_\_\_\_\_ hours)
- Lecture-lab ratio (former ratio \_\_\_\_\_)
- Prefix (former prefix \_\_\_\_\_)
- Cooperative listing (UI prefix and number \_\_\_\_\_)  
taught by: WSU  UI  jointly taught
- S, F grading

SpMgt 579 Sport Media and Communication  
course prefix course no. title

3	3			SpMgt 379 (Media and Communication in Sport) or equivalent	
credit	lecture hrs per week	lab hrs per week	studio hrs per week		prerequisite

Description (20 words or less) This course explores and critically examines the role of media and communication in contemporary sports and society. *Recommended preparation: \**

**Instructor:** Simon Ličen Phone number: 335-2154 Email: simon.licen@wsu.edu  
**Contact:** Lynn Buckley Phone number: 335-9117 Email: buckleyl@wsu.edu  
**Campus Zip Code:** 2136

- Please attach rationale for your request, a current and complete syllabus, and explain how this impacts other units in Pullman and other branches (if applicable).
- Secure all required signatures and provide 10 copies to the Registrar's Office.

[Signature] 11-18-13 Andrew 11-22-13  
 Chair/date Dean/date General Education Com/date

Chair (if crosslisted/interdisciplinary)\* Dean (if crosslisted/interdisciplinary)\* Graduate Studies Com/date

All-University Writing Com/date Academic Affairs Com/date Senate/date

\*If the proposed change impacts or involves collaboration with other units, use the additional signature lines provided for each impacted unit and college.

2/20/14

## SpMgt 579 Rationale

The number and variety of media outlets in contemporary society is expanding widely. Sports-related content garners an unprecedented amount of media coverage, and the advent of social media has changed the characteristics of interpersonal and organizational communication. In these circumstances, understanding the evolving characteristics of sport communication has become of paramount importance for contemporary sport management. To meet the curriculum guidelines of the Council on Sport Management Accreditation, and to address the needs of our graduates facing these industry developments, we propose to add SpMgt 579 Sport Media and Communication to our graduate curriculum. The course is designed to inform students who aspire to understand media coverage of sports, to create or implement media and communication strategies in their organizations, and to conduct academic or professional research in the field.

2/20/14

## SpMgt 579 – Sport Media and Communication - Fall 2014

**Class Hours/Location:** XMondayX 7:10 to 10:00 p.m. Cleveland Hall Rm xx  
**Instructor:** Simon Ličen, PhD **Credits:** 3 (three)  
**Office:** Cleveland Hall 270 **Phone:** 509-335-2154  
**Office Hours:** Mon, Wed, Fri noon to 1:00 pm and by appointment  
**E-mail:** [simon.licen@wsu.edu](mailto:simon.licen@wsu.edu) (emails will normally be answered within 24 hours except on weekends)

Recommended preparation for this course is SpMgt 379 or equivalent.

**Required text:** Raney, A.A., & Bryant, J. (Eds.) (2006). *Handbook of sport and media*. New York: Routledge.

**Angel:** Assignments, required and additional/recommended readings as well as other materials and information will be available on Angel. Handouts will be uploaded to Angel AFTER class.

**Purpose of the course:** This course provides an enhanced exploration of the role of media and communication in contemporary sports and society. It offers students a critical examination of the media-sport nexus supported by relevant research findings and timely industry perspectives. The course is designed to inform students who aspire to influencing media coverage of sports and sport issues, becoming familiar with the business side of the sport and media nexus, gaining insight they will use as part of their professional careers, and conducting academic or professional research into sport media and communication.

### **Sport Management Program learning objectives (PLO):**

1. Incorporate an understanding of ethical, legal, and socio-cultural issues in managerial decision making and policy determinations in sport;
2. Employ sound principles of strategic planning, financial management, risk management, and human resource management in sport;
3. Apply a fundamental knowledge and practical understanding of sport marketing, communication, and event management principles,
4. Utilize critical thinking and abstract reasoning skills in analyzing sport management issues and in managerial planning and decision making;
5. Demonstrate information literacy and oral, written, and group communication skills.

### **Course student learning outcomes:**

1. Use terminology, concepts, and theories associated with sports media and communications in academic discussions and professional settings (PLO: 1, 3);
2. Connect existing approaches to media and corporate communication to the role they played in different types of societies (PLO: 3);
3. Contribute to shaping sports coverage in broadcast, print, and online media (PLO: 1, 3);
4. Apply media and communication approaches used in mega-events and professional sports to all kinds of events (PLO: 1, 3);
5. Identify aspects of sport management that may be subject to media rights and sports sponsorships negotiations (PLO: 2);

6. Critically discuss national and global perspectives on fan cultures and hooliganism to channel mass responses and prevent potentially deviant behavior from occurring (PLO: 1, 2, 4);
7. Synthesize research findings and write critically and correctly about sport media and communication (PLO: 3, 4, 5).

**Think outside the box and take off your team jersey:** When reading assigned material and discussing topics in class, set aside personal biases and keep an open mind to other perspectives. I do not necessarily agree with some of the viewpoints that will be presented in the literature, or by your peers, and I will occasionally advocate views opposing my own. Critical thought and analysis, debate, and exposure to alternative ideas and approaches are the gateway to great decision-making in both business and academe. This is a course in the *Sport Management* program. While you have the right to be a sports fan, you must be able to set aside that aspect of your identity and look beyond team affiliation.

**Class etiquette:** It is expected that you will treat others in a respectful and professional manner. We may discuss issues that require some candor and forthrightness. Inappropriate and disrespectful behavior such as name calling, personal attacks, or verbal harassment will not be tolerated; individuals violating this rule will be removed from class, and repeated violations will result in a full letter grade deduction for every subsequent infraction. Students should feel comfortable expressing their viewpoints as long as they are not disrespectful to others.

### **Class format and composition of final grade**

[1] **Class participation** (10 pts) – Class meetings will expand on the material covered in the required readings, and discussions will constitute a core part of the learning process. Class participation, understood as raising questions about the topic or material and constructive involvement in the discussion, will count towards a student's final grade; so will completion of relevant take-home assignments for the unit.

[2] **Critical Papers** (2 papers, 15 pts each; SLO: 1, 3, 4, 6) – Each student will write two critical papers analyzing current issues related to sport, media and communication: the first will focus on media coverage of sports while the second will concentrate on a business aspect of sport communication. They can be case studies, analyses of trends, phenomena, or media coverage, and similar. Papers must include research findings and expert commentary offered in at least six credible sources such as journal articles, book chapters, and/or interviews. General websites and readings cited in class, posted on Angel, or listed in the syllabus do not count towards that number (although citing them is permitted); material published in broadsheet newspapers (including online versions), academic and professional publications do. Papers should not be a mere summary of different or opposing opinions but must present your informed opinion about the issue. Papers will be evaluated for content, structure, and writing skills; your opinion or standpoint will not influence the grade but must be convincingly argued (you are free to disagree with what you think might be my own opinions). Papers should be 6-8 pages in length + references, double-spaced, 12-pt font, 1" margin, stapled together.

[3] **Expansion Plan** (30 pts; SLO: 3, 5) – Students will work in teams of two or three (group size will be determined in class and posted on Angel) and will select a sport entity (a team, league,

initiative, etc.) which they will try to expand beyond its current borders. These can be city, state, or continental borders—depending on the entity the group works on. Selection of entities will be vetted by the instructor. The team will then analyze the existing characteristics of the entity (special attention will be devoted to communication and marketing/promotional strategies of the entity, but fundamental organizational characteristics must be considered, too) and devise a plan to expand “beyond borders.” Communication expansion must include entity growth, too! So this will be an exercise in stimulating program growth through creative communication strategies. Each group will write a written report (detailed criteria will be discussed in class and posted on Angel) and present findings in class. Students must work together but also share work and responsibilities. This project is a term-long group assignment and points are gained at various stages as follows:

- [3.1] **Select entity (club, organization, etc.) and rationale for selection** (half a page): 5 pts
- [3.2] **Overview of organization** (incl. existing organizational structure and approaches): 10 pts
- [3.3] **Full plan** (incl. assessment of “new” market, development of specific media and communication strategies/ideas, and expected organizational changes): 10 pts
- [3.4] **Presentation**: 5 pts

[4] **Review paper** (30 pts; SLO: (4), (6), 7) – Each student will write a review paper on a media or communications in sport-related topic he/she chooses. Make sure to select a topic you are interested in as you will spend a considerable amount of time researching it and reading about it. Detailed criteria will be discussed in class and posted in Angel. The project is a term-long assignment so points are gained at various stages:

- [4.1] **Proposal, annotated bibliography** (3 pts)
- [4.2] **Research Outline** (4 pts)
- [4.3] **Research Paper Draft** (5 pts): Must be written in paragraph form with an introduction; each paragraph will have a topic sentence and support for each point you are making (including citations); there must be a conclusion, recommendations for the future, and an APA format reference page
- [4.4] **Peer Review** (3 pts): Each student will review and edit a peer’s draft
- [4.5] **Research Paper Final Copy** (15 pts)

Barring unforeseeable circumstances, no extra credit opportunities will be offered in this class.

#### GRADING SCALE

B+ = 87-89%	A = 95% & above	A- = 90-94%
C+ = 77-79%	B = 83-86%	B- = 80-82%
D+ = 67-69%	C = 73-76%	C- = 70-72%
F = 59% & below	D = 60-66%	

#### **Attendance and assignment policy**

- Attendance in class is mandatory. Excused absences are described in the University Academic Regulations and include certified University activities, military service, and other certified excused absences. Aside from any University-approved excused absences, each student is allowed one unexcused absence. Each further unexcused absence will deduct 10%

of a student's final grade up to a maximum 25% deduction. Absences prevent students from participating in point-contributing class activities, too.

- Please be on time and come prepared for class (i.e., bring necessary materials, complete the readings, and participate in discussion). Late arrivals (within 20 minutes) count as half an absence.
- Students who have not attended class should consult a classmate to obtain notes, information on coursework, assignments, etc. Do not contact the instructor.
- Assignments should be submitted in two copies: an electronic copy should be uploaded to Angel before class and a hard copy should be turned in during class. **Late assignments will not receive credit.** If you have an excused absence when an assignment is due, **make arrangements to have a classmate turn it in for you, or turn it in early.** No make-up assignments for missed assignments will be offered.
- **Technical problems (computer/printing, etc.) are not acceptable excuses for not turning assignments in during class. Do not ask the instructor to print assignments for you.**

### **Writing Policy**

It is expected that students enrolled in this graduate program will exhibit a proficiency in writing (spelling, grammar, sentence mechanics, and syntax). Points will not necessarily be deducted for each misspelled word, but poor writing or improper syntax hampering the clarity of the text will logically result in a reduced grade. Writing must typically be supported with the works and ideas of others; these should be cited properly. The purpose of referencing is to acknowledge the original author of a finding or idea, give you credit for respecting other people's intellectual property, and to allow readers to assess the validity of a source. In a professional context, this shows your dedication to the task and proves that you are willing to search for the best possible solution for issues that may arise. All papers must be written in APA format.

### **WSU Reasonable Accommodation Statement**

Students with Disabilities: Reasonable accommodations are available for students with a documented disability. If you have a disability and need accommodations to fully participate in this class, please either visit or call the Access Center (Washington Building 217; 509-335-3417) to schedule an appointment with an Access Advisor. All accommodations **MUST** be approved through the Access Center.

### **Academic Integrity**

Academic integrity is the cornerstone of the university. You assume full responsibility for the content and integrity of the academic work you submit. You may collaborate with classmates on assignments, with the instructor's permission. However the guiding principle of academic integrity shall be that your submitted work, examinations, reports, and projects must be your own work. Any student who violates the University's standard of conduct relating to academic integrity will be referred to the Office of Student Conduct and will fail the course. You can learn more about Academic Integrity on your campus using the URL listed in the Academic Regulations section or to <http://conduct.wsu.edu/academic-integrity-policies-and-resources>. Please use these resources to ensure that you don't inadvertently violate WSU's standard of conduct.

**Safety**

Washington State University is committed to enhancing the safety of the students, faculty, staff, and visitors to the Pullman campus. It is highly recommended that you review the Campus Safety Plan (<http://safetyplan.wsu.edu>) and visit the Office of Emergency Management web site (<http://oem.wsu.edu>) for a comprehensive listing of university policies, procedures, statistics, and information relating to campus safety, emergency management, and the health and welfare of the campus community.

**SpMgt 579 Course outline and reading list**

Additional and recommended readings will be posted on Angel. The course outline and assignment due dates may be modified as the course progresses; announcement of any changes will be made in class and posted on Angel.

**Week 1, Jan 13** – Introduction, the development of sports media  
Raney & Bryant, Ch. 1-2

**Week 2, Jan 20** – How media works  
Lazarsfeld & Merton, 1948/2002; McCombs & Shaw, 1972; Gerbner & Gross, 1976  
[Expansion plan – select entity]

**Week 3, Jan 27** – Sports in print media  
Raney & Bryant, Ch. 6; Zimmerman et al., 2012; Rowe, 2012  
[Review article proposal and annotated bibliography due]

**Week 4, Feb 3** – Sports on television  
Raney & Bryant, Ch. 4-5; Billings et al., 2009; Bryant, Comisky & Zillman, 1977

**Week 5, Feb 10** – Sports on cable TV, Sports on radio  
Raney & Bryant, Ch. 7-9; Fortunato, 2008  
[Research paper outline due]

**Week 6, Feb 17** – Online sport media  
Raney & Bryant, Ch. 10; Sheffer and Schulz, 2012; Butler, Zimmerman & Hutton, 2012; Girginov et al., 2009

**Week 7, Feb 24** – Media coverage of mega-events  
Raney & Bryant, Ch. 12-13; Real, 2013; Billings, 2008 (selection)  
[Critical paper 1 due]

**Week 8, Mar 3** – Media rights in sports  
Raney & Bryant, Ch. 17; Maxcy, 2012; Dittmore and Fields, 2012

**Week 9, Mar 10** – Sports sponsorships  
Raney & Bryant, Ch. 15 and 18; Jackson, 2013  
[Expansion plan – turn in overview]

**Week 10, Mar 17**  
*(Spring Break, no class)*

**Week 11, Mar 24** – Public relations in sport  
Schierl and Bertling, 2012; L'Etang, 2012  
[Research paper draft 1 due]



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**Week 12, Mar 31** – Audience research

Raney & Bryant, Ch. 19-20

[Research paper peer review]

**Week 13, Apr 7** – Fan/viewer violence in sport

Raney & Bryant, Ch. 21-22; Spaaij, 2006

**Week 14, Apr 14** – Sport and globalization

Raney & Bryant, Ch. 26 and 30; García, 2012; Billings et al., 2013

[Critical paper 2 due]

**Week 15, Apr 21** – Expansion plan presentations

[Expansion plan due]

**Week 16, Apr 28** – Expansion plan presentations

[Final research paper due]

**Reading list for SpMgt 579**

- Billings, A.C. (2008). *Olympic Media: Inside the Biggest Show on Television*. New York: Routledge
- Billings, A., Brown, N., Brown, K., Guo Q., Leeman, M., Ličen, S., Novak, D. & Rowe, D. (2013, in press). From pride to smugness and the nationalism between: Olympic media consumption effects on nationalism across the globe. *Mass Communication and Society*, 16(6).
- Billings, A.C., MacArthur, P.J., Ličen, S., & Wu D. (2009). Superpowers on the Olympic basketball court: The United States versus China through four nationalistic lenses. *International Journal of Sport Communication*, 2(4), 380-397.
- Bryant, J., Comisky, P., & Zillman, D. (1977). Drama in sports commentary. *Journal of Communication*, 27 (3): 140-149.
- Butler, B., Zimmerman, M.H. and Hutton, S. (2012). Turning the page with newspapers: Influence of the Internet on sports coverage. In Pedersen, P.M. (Ed.), *Routledge Handbook of Sport Communication* (pp. 219-227). New York: Routledge.
- Dittmore, S.W. and Fields, T.E. (2012). Content, copyright, and carriage: Issues for sport media rights in the digital age. In Pedersen, P.M. (Ed.), *Routledge Handbook of Sport Communication* (pp. 228-237). New York: Routledge.
- Fortunato, J. (2008). NFL agenda setting. *Journal of Sports Media*, 3(1): 27-49.
- García, C. (2012). Nationalism, Identity, and Fan Relationship Building in Barcelona Football Club. *International Journal of Sport Communication*, 5(1): 1-15.
- Gerbner, G. and Gross, L. (1976). Living with television: the violence profile. *Journal of Communication*, 26 (2): 173-199.
- Girginov, V., Taks, M., Boucher, B., Martyn, S., Holman, M., Dixon, J. (2009). Canadian national sport organizations' use of the web for relationship marketing in promoting sport participation. *International Journal of Sport Communication*, 2(2).
- Jackson, S. (2013). Reflections on Communication and Sport: On Advertising and Promotional Culture. *Communication and Sport*, 1 (1): 100-112.
- Lazarsfeld, P.F. and Merton, R. (1948/2002). Mass communication, popular taste, and organized social action. In Marris, P. and Thornham, S. (Eds.), *Media studies: A reader* (2nd ed.) (pp. 18-30). New York: New York University Press.
- L'Etang, J. (2012). Critical perspectives on sports public relations. In Pedersen, P.M. (Ed.), *Routledge Handbook of Sport Communication* (pp. 503-511). New York: Routledge.

- Maxcy, J.G. (2012). Rapidly advancing technology and policy choices: Transforming the economic landscape of the sport media. In Pedersen, P.M. (Ed.), *Routledge Handbook of Sport Communication* (pp. 471-481). New York: Routledge.
- McCombs, M.E. and Shaw, D.L. (1972). The Agenda-Setting Function of Mass Media. *Public Opinion Quarterly*, 36 (2): 176-187.
- Raney, A.A., & Bryant, J. (Eds.) (2006). *Handbook of Sport and Media*. New York: Routledge.
- Real, M. (2013). Reflections on Communication and Sport: On Spectacle and Media Events. *Communication and Sport*, 1(1): 55-67.
- Rowe, D. (2012). The state of the sports press: Reflections on an international study. In Pedersen, P.M. (Ed.), *Routledge Handbook of Sport Communication* (pp. 165-177). New York: Routledge.
- Schierl, T. and Bertling, C. (2012). Dangerous currents: How PR and advertising influence sports reporting and cause ethical problems. In Pedersen, P.M. (Ed.), *Routledge Handbook of Sport Communication* (pp. 492-502). New York: Routledge.
- Sheffer, M.L. and Schulz, B. (2012). The new world of social media and broadcast sports reporting. In Pedersen, P.M. (Ed.), *Routledge Handbook of Sport Communication* (pp. 210-218). New York: Routledge.
- Spaaij, R. (2006). *Understanding Football Hooliganism: A Comparison of Six Western European Football Clubs* (pp. 9-53 and 367-408). Amsterdam: University of Amsterdam Press.
- Zimmerman, M.H., Tamir, I., Ihle, H., Nieland, J.-U. & Tang, J. (2012). A Global crisis? International perspectives on the state of print sport media. In Pedersen, P.M. (Ed.), *Routledge Handbook of Sport Communication* (pp. 108-117). New York: Routledge.

**Additional reading list for SpMgt 579**

**Books**

- Bender, G. and Johnson, M. (1994). *Call of the game: What really goes on in the broadcast booth*. Chicago: Bonus Books.
- Billig, M. (1995). *Banal Nationalism*. London: Sage.
- Billings, A.C., Butterworth, M.L., Turman, P.D. (2012). *Communication and sport: Surveying the field*. Thousand Oaks: Sage.
- Boyle, R. (2006). *Sports Journalism: Context and Issues*. London: Sage.
- Brown, R.S. and O'Rourke, Daniel (Eds.) (2003). *Case studies in sport communication*. Westport: Praeger.
- De Moragas Spà, M., Rivenburgh, N.K. and Larson, J.F. (Eds.) (1995). *Television in the Olympics*. London: John Libbey.
- Fensch, T. (1995). *Sports writing handbook*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- Gumpert, G., and Drucker, S. (Eds.) (2002). *Take me out to the ballgame: Communicating baseball*. Cresskill, NJ: Hampton Press.
- Hopwood, M., Skinner, J., & Kitchin, P. (2012). *Sport public relations and communication*. New York: Taylor and Francis.
- Hundley, H.L. and Billings, A.C. (2009). *Examining identity in sports media*. Thousand Oaks, CA: Sage.
- Newman, T., Jason Peck, J., Charles Harris, C., & Brendan Wilhide, B. (2013). *Social media in sport marketing*. Scottsdale, AZ: Holcombe Hathaway Publishers.
- Pedersen, P.M., Miloch, K.S., & Laucella, P.C. (2007). *Strategic Sport Communication*. Champaign, IL: Human Kinetics.
- Rowe, D. (2004). *Sport, Culture and the Media: The Unruly Trinity* (2nd ed.). Maidenhead: Open University Press.
- Sanderson, J. (2011). *It's a whole new ballgame: How social media is changing sport*. New York: Hampton.
- Stoldt, G.C., Dittmore, S., & Branvold, S. (2006). *Sport public relations: Managing organizational communication*. Champaign, IL: Human Kinetics.

Wenner, L. (1989). *Media, sport, and society*. London: Sage.

Wenner, L. (1998). *MediaSport*. New York: Routledge.

Whannel, G. (1992). *Fields in vision: Television sport and cultural transformation*. London: Routledge.

**Specialized journals**

*Communication and Sport*. Thousand Oaks, CA: Sage.

*International Journal of Sport Communication*. Champaign, IL: Human Kinetics.

*Journal of Sports Media*. Lincoln, NE: University of Nebraska Press.

**Other journals often carrying articles in sport and communication**

*Communication Quarterly*

*Ecquid Novi: African Journalism Studies*

*European Journal of Communication*

*International Journal of Sport Management and Marketing*

*International Journal of Sports Marketing & Sponsorship*

*International Review for the Sociology of Sport*

*Journal of Broadcasting & Electronic Media*

*Journal of Communication*

*Journal of Sport & Social Issues*

*Journal of Sport Management*

*Media, Culture & Society*

*Sociology of Sport Journal*

*etc.*