

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NY**



**COURSE OUTLINE
SPMT 411 - SPORTS PUBLIC RELATIONS**

Revised By: Diane Para, Ph.D.

**SCHOOL OF SCIENCE, HEALTH, AND CRIMINAL JUSTICE
Sports Management
REVISED-MAY 2015**

SPMT 411: SPORT PUBLIC RELATIONS

- A. TITLE:** Sports Public Relations
- B. COURSE NUMBER:** SPMT 411
- C. CREDIT HOURS:** 3
- D. WRITING INTENSIVE COURSE:** N
- E. COURSE LENGTH:** 15 weeks
- F. SEMESTER(S) OFFERED:** Fall/Spring
- G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** Three lecture hours per week.
- H. CATALOG DESCRIPTION:** This course focuses on the application of media relations, communications, sport marketing, and demographical concepts in a sport organization. Students will develop a sport public relations campaign that will utilize various broadcast, electronic, and print media. Students will learn how to generate and run focus groups, as well as generate media packets, press releases, and presentation of their public relations campaign.
- I. PRE-REQUISITIES/CO-COURSES:**
- a.) Pre-requisites: (SPMT 101) Foundations of Sports Management or permission of instructor
- b.) Co-requisites:
- J. GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will be able to:

<i>Course Objective</i>	<i>Institutional SLO</i>
a. Explain the role and application of public relations in professional and collegiate sports	2. Crit. Thinking 3. Prof. Competence
b. Describe the major theories, strategies and processes involved in the practice of public relations within a sports setting	2. Crit. Thinking 3. Prof. Competence
c. Identify and describe the roles played by various sport public relations professionals	2. Crit. Thinking 3. Prof. Competence
d. Write types of materials used in sports public relations; particularly press releases, newsletters, brochures, and media guides	1. Communication 2. Crit. Thinking 3. Prof. Competence
e. Illustrate the skills needed and techniques used by sports public relations professionals when dealing with crisis situations	1. Communication 2. Crit. Thinking 3. Prof. Competence
f. Critically analyze current, real life sport public relations issues and pieces	2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal

K.

TEXTS:

Stoldt, G.C., Dittmore, S. W., & Branvold, S. E. (2006). *Sport Public Relations; Managing Organizational Communication*. Champaign, Illinois: Human Kinetics.

L. REFERENCES:

Helitzer, M. (2001). *The dream job: Sports publicity, promotion and marketing*. Athens, Ohio: University Sports Press.

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS:

- Writing assignments
- Quizzes
- Group projects and presentations
- In class discussions and activities

P. DETAILED COURSE OUTLINE:

I. Introduction and Overview

- a. Discussion of course expectations, objectives and outcomes
- b. Sports PR introduction and definitions (sport mass marketing, media relations, and communication concepts for sport public relations)

II. Employing News Media Tactics

- a. Review sample press releases
- b. The art of "Spin" in the sports industry
- c. Formats, writing style, procedure for distribution

III. Staging Interviews, News Conferences and Media Events

- a. Discuss the makeup and design of media rooms
- b. Techniques to holding press conferences
- c. Techniques to prepare interviewees for press conferences

IV. Using the Internet in Sports Public Relations

- a. Discuss the importance of a website in sports public relations
- b. Discuss developing and maintaining websites
- c. Discuss the growth of websites and the need for instant information

V. Press Conference Group Project –Working in groups, students will contact live press conferences at an on-campus sporting event (e.g. the USCAA women's volleyball national championship)

- a. The students will set up a media room at the venue
- b. Students will watch the sporting events designated and generate questions to be asked at the press conferences
- c. Students will act as moderators of the press conferences

VI. Developing Organizational Media

- a. Media guides
- b. Schedule cards
- c. Promotional posters
- d. Event passes
- e. Brochures
- f. Newsletters

VII. Focusing on and Managing Media Relationships

- a. Define mass media and the various structures and formats
- b. Discuss the relationship between mass media and sport
- c. Identify influential media
- d. Managing and serving the media at events
- e. Develop a media policy

VIII. Communicating in Times of Crisis

- a. Discuss the nature of crises and the need to prepare for them
- b. Communication tactics to manage a crisis.
- c. Evaluating a crisis response

IX. Using Unmediated Communication Tactics in Sports

- a. Define what unmediated communication tactics are
- b. Discuss the benefits of unmediated communication tactics

X. Communication with Internal and External Publics

- a. Discuss employee relations
- b. Discuss customer and donor relations

XI. Final Press Conference Project

- a. The live press conferences will constitute the final exam

Q. LABORATORY OUTLINE: None