

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



**COURSE OUTLINE
SPMT 431- APPLIED SPORTS MEDIA AND BROADCASTING**

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

SPMT 431 – APPLIED SPORTS MEDIA AND BROADCASTING

- A. TITLE:** Applied Sports Media and Broadcasting
- B. COURSE NUMBER:** SPMT 431
- 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:** 3 hour of lecture
- H. CATALOG DESCRIPTION:** This experiential course builds on the fundamentals of sports media and broadcasting learned in SPMT 415 providing opportunity for the application of principles, best practices, theories and techniques of different sports media components. Working collaboratively, students will produce three sports shows throughout the semester based on topics assigned. Students will write and deliver copy, and work the various stations in the control room. Each student is also responsible for doing one Weekly Roo Review, which will focus on SUNY Canton athletics during a one week period. Students will also collaboratively do at least one live broadcast of an on-campus sporting event.

I. PRE-REQUISITIES/CO-COURSES:

a.) Pre-requisites: SPMT (415) Sports Media and Broadcasting or permission of instructor

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. Write various journalistic pieces with the acceptable standards of professional tone and content.	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
b. Create a sports broadcast show.	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
c. Relate thoughts and ideas constructively and creatively in a group setting.	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
d. Apply effective leadership skills in a group setting.	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
e. Apply effective communication skills and professionalism in dealing with peers and story and interview subjects.	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
f. Assess and critique the various components of sports media used in this course – written, video playback, video live, interviews, broadcasts, etc.	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal

K. TEXTS: n/a

L. REFERENCES:

M. EQUIPMENT: Technology Enhanced Classroom / SPMT Broadcast Studio

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS:

- Complete 3 sports shows
- Complete 1 Weekly Roo Review
- Complete 1 live broadcast
- Writing techniques
- Broadcast and interview techniques

P. DETAILED COURSE OUTLINE:

I. Introduction and Overview

- a. Discussion of course expectations, objectives and outcomes

II. Milestone One

- a. Review broadcast studio and control room
- b. Assign Weekly Roo Reviews for the semester
- c. Assign 1st sports show topic
- d. Independently and collaboratively work on 1st show (interviews and research)
- e. Complete Weekly Roo Reviews
- f. Complete Play by Play Broadcast
- g. Complete 1st sports show

III. Milestone Two

- a. Review and critique first sports show
- b. Assign 2nd sports show topic
- c. Independently and collaboratively work on 2nd show (interviews and research)
- d. Conduct in-class broadcasting exercises
- e. Complete Weekly Roo Reviews
- f. Complete 2nd sports show

IV. Milestone Three

- a. Review and critique 2nd sports show
- b. Assign final sports show topic
- c. Independently and collaboratively work on 3rd and final show (interviews and research)
- d. Complete Weekly Roo Reviews
- e. Complete final sports show

V. Milestone Four

- a. Watch and critique final sports show
- b. Determine highs and lows of production process and actual show and features and make valued recommendations for improvement