

Tompkins Cortland Community College  
**Master Course Syllabus**

**Course Discipline and Number: SPMT 260**  
**Course Title: Sport Media Management**

**Year: 2024-2025**  
**Credit Hours: 3**

**Attendance Policy:** *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

**Services for Students with Disabilities:** *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

### **Course Description**

This course provides an introduction to the structure, function, role and effects of the mass media in the sport industry. It includes a study of principles and fundamentals of sport information and media relations. Students learn to develop and produce promotional, informational, and news-oriented material. Prerequisites: SPMT 150; MATH 090 and RDNG 116 if required by placement testing; prior completion or concurrent enrollment in ENGL 101. 3 Cr. (3 Lec.) Fall semester.

### **Course Context/Audience**

This is a survey course most appropriate for Sport Management students. It is a required course to be recommended for the third semester of the sport management program. Its major focus will be the structure, role and effects of mass media in the sport industry.

### **Basic Skills/Entry Level Expectations**

**Writing:** WC College level writing skills are required. See course co-requisites or pre-requisites.

**Math:** M2 Completed MATH 090 (if needed) - Course requires only the use of basic mathematical skills.

**Reading:** R4 Before taking this course, students must satisfactorily complete RDNG 116 or have assessment indicating that no reading course was required.

### **Course Goals**

Students will gain an understanding of the foundational concepts and principles of media and public relations as employed throughout the sport industry.

Students will identify and comprehend the range of career options in the field of media and public relations in the sport industry.

Students will demonstrate an ability to work collaboratively to manage the media and public relations needs of sport events.

Students will demonstrate an ability to identify and discuss key ethical and contemporary issues facing media and sport.

**Course Objectives/Topics**

Objective/Topic	# Hours
Students will be able to identify and discuss the nature of broadcast media including; television, radio, and the Internet with respect to rights, fees, contracts and the regulatory environment.	18 Hours
Students will be able to research, design and develop a media plan for a sport organization.	9 Hours
Students will be able to write press releases, game summaries, and new commentary for sports organizations.	6 Hours
Students will be able to design and produce a portfolio of written, graphic and audio elements for a sport organization.	6 Hours
Students will be able to use old and new technologies to research, transmit and communicate information related to sports.	6 Hours

**General Education Goals - Critical Thinking & Social/Global Awareness**

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"><li>➤ develop meaningful questions to address problems or issues.</li><li>➤ gather, interpret, and evaluate relevant sources of information.</li><li>➤ reach informed conclusions and solutions.</li><li>➤ consider analytically the viewpoints of self and others.</li></ul>	
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"><li>➤ Students will begin to understand how their lives are shaped by the complex world in which they live.</li><li>➤ Students will understand that their actions have social, economic and environmental consequences.</li></ul>	

**Instructional Methods**

Lecture  
Critiques of ancillary reading assignments  
Research Project and Presentation  
Media Relations Portfolio

**Methods of Assessment/Evaluation**

Method	% Course Grade
Examinations (2)	30%
Research Project and Presentation	30%
Media Relations Portfolio	20%
Critiques of ancillary reading assignments	20%

**Text(s)**

Sport, Culture and the Media: The Unruly Trinity (Issues in Cultural and Sport), Rowe and Rowen, Latest edition, © 1999  
Open University Press.

**Bibliography**

Street & Smith's Business Journal, Charlotte, N.C.,  
American City Journals

**Other Learning Resources**

<b>Audiovisual</b> No resources specified
<b>Electronic</b> <a href="http://www.usatoday.com">www.usatoday.com</a> <a href="http://www.cnnsi.com">www.cnnsi.com</a> <a href="http://www.cbssportline.com">www.cbssportline.com</a> <a href="http://www.espn.com">www.espn.com</a> <a href="http://www.ncaa.org">www.ncaa.org</a> <a href="http://www.usoc.org">www.usoc.org</a>
<b>Other</b> No resources specified