

2020

DOC 2020-01 Sport Communication Certificate

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Recommended Citation

Vibber, Kelly and University of Dayton. Department of Health and Sport Science, "DOC 2020-01 Sport Communication Certificate" (2020). *Senate Documents*. 283.
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PROPOSAL TO THE ACADEMIC SENATE

TITLE: Sport Communication Certificate
SUBMITTED BY: Kelly Vibber, Department of Communication and
 Haozhou Pu, Department of Health and Sport Science
DATE: January 27, 2020
ACTION: Legislative Authority
REFERENCES: Art. III. B. 1-7; DOC 2015-04
APPROVED: April 24, 2020

1. Rationale for the new certificate program

The **Sport Communication Certificate** is designed to respond to both the needs of students and the trends within sport industries. Students from multiple disciplines currently explore sport culture from different perspectives. Communication students produce and deliver sport content via television, radio and social media. Conversely, Sport Management students explore the economic, political, social, and global contexts within which sport culture operates. Acquiring both sets of skills – media production and sport management – within a certificate is intended to enhance students’ current major and promote their marketability in the workplace.

The North American sports market is valued at \$73.5 billion in 2019, with sport media the largest and fastest growing segment in revenue generation (PwC, 2019). Price Waterhouse Coopers (PwC) highlights media rights specifically (i.e., the fees paid to air sporting events on broadcast and cable networks, terrestrial and satellite radio, the internet and mobile devices) as a key element driving industry growth. Media platforms represent an essential tool for content creation, delivery, and promotion of sport culture. PwC also discusses the revenue generated by sponsorships (i.e., fees paid to have brands associated with teams, leagues, or events), yet athletes themselves are becoming brands. This is evident with the new partnership between the sports and entertainment agency *Wasserman* and advertising agency *Giant Spoon*. Fischer (2019) describes this business relationship as leveraging the followings of individual athletes for social marketing, which is a “significant step in helping to elevate athletes as individual influencers, apart from their teams.” This suggests that athletes will increasingly reach their fans through the digital marketing space.

The proliferation of the sport-media nexus in contemporary society has clearly created a high demand for professionals who are trained with knowledge in both sport management and the media environment and who are prepared for a wide range of occupations in the sport industry. These positions include journalists, social media strategists, media producers, digital marketing specialists, sport information directors, and media relations managers. Similarly, increasing numbers of students have expressed interests in creating a career path related to sport culture.

Sport is meaningful and students value educational programs with purpose. The recent Strada-Gallup Education Consumer Survey (2019) highlights the importance of a “tight connection between education and career.” Moreover, Strada-Gallup (2019) also reminds us that applied learning increases perceived relevance. The courses and experiences selected for the **Sport Communication Certificate** provide focused opportunities for developing knowledge and applied skills that are critical to understanding the role of media and strategic communication for the sport industry.

Upon completion of the certificate, students will be able to:

1. Examine relationships between the public and sport organizations, athletes, and/or leagues.
2. Produce media content for the sport industry in their chosen medium.
3. Develop and analyze communication strategies and tactics for digital and online spaces.
4. Explore traditional media (e.g. television, newspaper and radio) and new media (e.g. social media, blogs, and eSports) in different aspects of global sport industry.
5. Demonstrate critical thinking skills in contesting the hegemonic representation of social values and cultural representations in sport media related to politics, gender, race, etc.

The certificate will benefit students from multiple disciplines, including majors in the Department of Communication, Department of Health and Sport Science, and the School of Business Administration. The interdisciplinary nature of selected courses may also be of interest to students in the Department of Psychology, particularly those interested in pursuing careers in Sport Psychology.

2. Impact on other academic programs and/or departments

We do not initially anticipate significant impact on the departments.

3. Prospective enrollment

This certificate provides an opportunity for students to develop media production and public relations skills related to sports, as well as knowledge around the portrayal of sport in media and role of sport in larger societal contexts. The primary audience for the certificate would benefit students majoring in Communication, Sport and Wellness, or majors in the School of Business Administration.

Year 1	Year 2	Year 3
5-7 students (total)	8-12 students (total)	13-20 students (total)

4. Proposed Curriculum

The **Sport Communication Certificate** requires both course credit and a credit bearing experiential component. Students must have completed either CMM 342, 341 or 334 and the two required courses: HSS 353 and CMM 463 before beginning the one-credit practicum. The practicum can be taken in Flyer TV, Flyer Radio or Flyer News but must align with the student's media elective and be focused on sport-related content. The practicum should ideally be completed during the fall semester of senior year.

Class Credit: Students must take four courses (two required, two elective) in addition to the credit bearing experiential component for a total of 13 credit hours. Students are required to earn a 2.5 GPA on the certificate in order to receive it. Prerequisites for classes in the certificate will be waived for students enrolled in the certificate.

	Course	Relevance to Certificate
Required course (3 credits)	HSS 353: Sport Media	HSS 353: the purpose of this course is to identify past, present, future trends, and core features related to sport-media industry. Students will develop and exercise knowledge and skills required to manage the media in a variety of sport contexts, understand the implications of both traditional media (TV, newspaper, radio) and new media (social media, blogs, video games) in different aspects of sport management, identify potential career opportunities in sport media, and demonstrate critical thinking skills in contesting the hegemonic representation of social values in sport media related to politics, gender and race.

<p>Required course (3 credits)</p>	<p>CMM 463: Digital Online PR</p>	<p>CMM 463: the purpose of this course is to allow students to familiarize themselves with current digital communication and its impact on the practice of PR. Students will explore and examine how to inform, persuade, and build dialogic relationships with organizations and their public via digital communication.</p>
<p>Choose <u>one</u> elective for Media Production (3 credits)</p>	<p>CMM 342 - Video Production OR CMM 341 - Audio Production OR CMM 334 - Sports Writing</p>	<p>CMM 342: the purpose of this course is to explore the techniques of studio and remote video production including the technical and creative aspects of planning and script preparation, producing, directing, technical directing, graphics, editing, camera, lighting, and sound for a variety of video programs.</p> <p>CMM 341: the purpose of this course is to identify, explain and demonstrate the fundamentals of sound, to practice and demonstrate the techniques of field recording, to identify, explain and demonstrate basic understanding of sound design, to practice interviewing abilities and to demonstrate successful recordings of them with audio equipment in a variety of environments, to</p>

		<p>demonstrate basic skills using the industry standard editing software Pro Tools</p> <p>CMM 334: This course covers writing sports related media content, with emphasis on verification and independent writing. In addition to game stories, attention is also paid to writing about personalities, legal issues, and financial issues at the interscholastic, intercollegiate, amateur, and professional levels. The course develops strong writing skills and knowledge of journalistic style expected.</p>
<p>Choose <u>one</u> elective for Sport Media Context (3 credits)</p>	<p>HSS/SOC 360 – Sport & Bodies OR HSS 354 – Sport in the Global Community</p>	<p>HSS/SOC 360: the purpose of this course is to critically examine the historical and contemporary ways in which the human body is altered/modified, displayed/portrayed, valued/devalued, and included/excluded in terms of gender, race, social class, and ability status within sport. This course will examine how sport and bodies function in the political, social, and economic systems of the US and globally. The course examines sport and bodies from macro and micro perspectives.</p> <p>HSS 354: the purpose of this course is to encourage</p>

		students to critically understand how various sport entities, bodies, commodities, and spectacles function and are experienced from a global perspective. This course will help develop a comparative understanding of various local and global sporting cultures, as well as the organization and management of sport business within the context of globalization.
Experiential component (1 credit)	Flyer Media Practicum: Flyer TV OR Flyer Radio OR Flyer News	This component provides a practical context in which students will apply and further develop the skills and knowledge they have learned through their coursework in a professional setting.
Total Credits: 13		

Experiential Component:

- The practicum will require 30-40 hours during the semester and will be worth 1 credit hour. The practicum experience for students in this certificate will focus on sport related content.
- The practicum component is designed to develop the skills that students were introduced to in their media production elective and provide them with experience and work examples related to sport.
- The practicum experience is expected to increase the student's competitive edge when applying for related work upon graduation.

5. Administrative arrangements including the academic unit(s) and department (sponsoring the certificate program, and the certificate coordinator responsible for management of the certificate program, advising students, etc.

The certificate is co-sponsored by the departments of Communication and Health and Sport Science who will deliver the courses for the certificate. Flyer Media will facilitate the experiential component. The certificate will be administered jointly by the sponsoring departments.

6. Resource implications for faculty/staff facilities and the library

No additional faculty/ staff is needed, since the certificate utilizes existing courses and practicum experiences. Existing facilities adequately support the certificate. Educational resources for courses will be available to students through Roesch Library and the Ohiolink Network.

7. Projected additional investment (if any)

There are no additional costs expected to launch this certificate. The certificate would largely operate with the existing resources and no significant investment would be necessary during the first three-year period. If participation in the certificate grows substantially, permanent staffing may need to be addressed.

References

- Fischer, S. (2019, December 3). *Athletes rising as brands*. [Axios Media Trends]. Retrieved from https://www.axios.com/newsletters/axios-media-trends-1dd0f1cc-4e31-4beb-a144-53d992493edf.html?utm_source=newsletter&utm_medium=email&utm_campaign=newsletter_axiosmediatrends&stream=top
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- Strada Education Network and Gallup Inc. (2019). *Changing the value equation for higher education*. Indianapolis, IN: Strada Education Network.

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