Division: Kinesiology, Health, and Sport Studies
Program Area: Sports Administration
Course #: KHS 6560
Course Title: Media Design & Communication
Term/Year: Spring 2016
Course Format: WEB, http://blackboard.wayne.edu
Instructor: Ron Wade
Office Hours: By Appointment
Contact: Email: aj4999@wayne.edu
Phone: 313-577-2704 (This is the Sports Administration Office and you can leave a message for me here if necessary; however, email is the best way to contact me).

Course Description:
This course examines the impact sports and the media have on each other and the sports consumer. Students will gain a greater understanding of the operation of sports media and communications at all levels of sports (amateur, collegiate, professional) and the role of sports media in American society as well as internationally.

Course Outcomes:
1. To recognize the evolution of sports media, including how sports are covered, the impact of different media formats, the diversity of media voices and the work of sports journalists.
2. To understand the relationship between sports leagues/teams with the media and how marketing influences that relationship.
3. To examine ethical issues in sports media and the media’s role in the socialization of sports.
4. To study the economic ties between sports and the media.
5. To learn how elements of sports media are crafted and put to use in daily and crisis situations.

Required Text:
No textbook required for this course. All course material will be made available to students in blackboard.

Pre-course Requirements:
You MUST meet this requirement by successfully completing each of the following tasks, in the order presented, before beginning your coursework (see “Course Information & Documents” folder on the blackboard site). If for any reason you are unable to complete these tasks, e-mail your instructor immediately.

1. Access the course web site at http://blackboard.wayne.edu
2. Access the “Course Information & Documents” folder and:
   a. View the Welcome Video.
   b. Download the syllabus and read it in its entirety.
   c. Open the document titled “Web Agreement” and read it in its entirety.
d. Take the Syllabus/Web Agreement Quiz. (The rest of the course information will be made available **ONLY** once you’ve completed this quiz!)

**Course Assignments:**
Points will be accumulated in this class through the completion of the following learning modules and related assignments (see “Detailed course schedule” document for more information):

<table>
<thead>
<tr>
<th>Module</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Module 1: Evolution of Sports Media</td>
<td>50</td>
</tr>
<tr>
<td>b. Module 2: Media Communication by Leagues &amp; Teams</td>
<td>100</td>
</tr>
<tr>
<td>c. Module 3: More Media = More Diverse Voices</td>
<td>50</td>
</tr>
<tr>
<td>d. Module 4: Where is Sports Media Going Next?</td>
<td>100</td>
</tr>
</tbody>
</table>

Total Possible Points: 300 points

**Graduate Grading System:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
</tr>
<tr>
<td>A-</td>
<td>90-92%</td>
</tr>
<tr>
<td>B+</td>
<td>88-89%</td>
</tr>
<tr>
<td>B</td>
<td>84-87%</td>
</tr>
<tr>
<td>F</td>
<td>&lt;75%</td>
</tr>
</tbody>
</table>

**Undergraduate Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
</tr>
<tr>
<td>A-</td>
<td>90-92%</td>
</tr>
<tr>
<td>B+</td>
<td>88-89%</td>
</tr>
<tr>
<td>B</td>
<td>84-87%</td>
</tr>
<tr>
<td>C-</td>
<td>70-73%</td>
</tr>
</tbody>
</table>

**General Note on Grading:**
The College of Education faculty members strive to implement assessment measures that reflect a variety of strategies in order to evaluate a student's performance in a course. For graduate students B grades will be awarded for satisfactory work that satisfies all course requirements; B+ grades will be awarded for very good work, and A grades will be reserved for outstanding performance. Please note that there is a distribution of grades from A-F within the College of Education and that plusses and minuses are recorded and distinguish distinct grade point averages.

**Plagiarism:**
Plagiarism includes copying material (any more than 5 consecutive words) from outside texts or presenting outside information as if it were your own by not crediting authors through citations. It can be deliberate or unintended. If you're in doubt about the use of a source, cite it. Students caught plagiarizing information from other sources will receive a failing grade in the course. University
policy states that students can be subject to multiple sanctions, from reprimand to expulsion as a consequence of academic dishonesty. To enforce this policy, all outside references must be submitted with assignments.

**Class Policies:**

1. This course is being delivered via the Wayne State University Blackboard System (see link above). If you are unfamiliar with using Blackboard, there are several very good tutorials and videos under the “Blackboard Videos” and “Help” links in blackboard.

2. **Assignments will not be accepted after the posted deadline.** They need to be submitted via Blackboard, as per the individual assignment description. Technology issues are not a good excuse for turning in assignments after the deadline.

3. A grade of “Incomplete” will only be considered when circumstances such as serious illness or accident prevent the student from completing coursework within the term. A number of unsupported absences, failure to complete course requirements or learning of a low grade near the end of the semester does not justify an “I” grade. An incomplete will not be awarded if a student is not passing at the time of the request.

4. Written assignments (including discussion board posts) are graded on content, creativity, and writing skills. While this is not an English class, it’s important that your work reflects your professionalism. Therefore, problems with sentence structure, spelling, grammar, punctuation, and writing mechanics will result in a lower grade for the assignment.

5. All written assignments should be written in APA editorial style and format. If you are unfamiliar with this style of writing, it’s suggested that you purchase the APA Style Guide for use in this graduate-level course work. Please also see the “APA Formatting” resources in the KHS Learning Community folder on Blackboard.

**Enrollment/Withdrawal Policy:**

Beginning in Fall 2011, students must add classes no later than the end of the first week of classes. This includes online classes. Students may continue to drop classes (with full tuition cancellation) through the first two weeks of the term.

Students who withdraw from a course after the end of the 4th week of class will receive a grade of WP, WF, or WN:

- WP will be awarded if the student is passing the course (based on work due to date) at the time the withdrawal is requested
- WF will be awarded if the student is failing the course (based on work due to date) at the time the withdrawal is requested
- WN will be awarded if no materials have been submitted, and so there is no basis for a grade

Students must submit their withdrawal request on-line through Pipeline. The faculty member must approve the withdrawal request before it becomes final, and students should continue to attend class until they receive notification via email that the withdrawal has been approved. The last day to withdraw from classes for the **spring** term is **Sunday, June 12, 2016**.
**Attention Students with Disabilities:**

If you have a documented disability that requires accommodations, you will need to register with Student Disability Services (SDS) for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adamany Undergraduate Library in the Student Academic Success Services department. SDS telephone number is 313-577-1851 or 313-577-3365 (TDD only). Once you have your accommodations in place, I will be glad to meet with you privately to discuss your special needs. Student Disability Services’ mission is to assist the university in creating an accessible community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University.

Please be aware that a delay in getting SDS accommodation letters for the current semester may hinder the availability or facilitation of those accommodations in a timely manner. Therefore, it is in your best interest to get your accommodation letters as early in the semester as possible.

**Religious Observance Policy:**

Because of the extraordinary variety of religious affiliations represented in the University student body and staff, the Wayne State University calendar makes no provision for religious holidays. It is University policy, however, to respect the faith and religious obligations of the individual. Students who find that their classes or examinations involve conflicts with their religious observances are expected to notify their instructors well in advance so that alternative arrangements as suitable as possible may be worked out.

**Wayne State University Writing Center:**

The Writing Center (2nd floor, UGL) provides individual tutoring consultations free of charge for students at Wayne State University. While the center serves both graduate and undergraduate students, undergraduate students in General Education courses, including composition courses, receive priority for tutoring appointments. The Writing Center serves as a resource for writers, providing tutoring sessions on the range of activities in the writing process – considering the audience, analyzing the assignment or genre, brainstorming, researching, writing drafts, revising, editing, and preparing documentation. The Writing Center is not an editing or proofreading service; rather, students are guided as they engage collaboratively in the process of academic writing, from developing an idea to correctly citing sources. To make an appointment, consult the Writing Center website: [http://www.clas.wayne.edu/writing/](http://www.clas.wayne.edu/writing/). To submit material for online tutoring, consult the Writing Center HOOT website: [http://www.clas.wayne.edu/unit-inner.asp?WebPageID=1330](http://www.clas.wayne.edu/unit-inner.asp?WebPageID=1330).
**Class Schedule:**

*Please note the dates in which the modules open and close – there is some variation from week to week. Please plan accordingly - **no late work will be accepted after the due date.** Schedule may change as deemed necessary and appropriate by the instructor; any changes will be communicated via Blackboard.*

<table>
<thead>
<tr>
<th>Module</th>
<th>Dates</th>
<th>You should be…</th>
<th>What’s due?</th>
</tr>
</thead>
</table>
2. Media Outlet comparison assignment  
3. The 24/7/365 “all screens” effect | Monday, May 16                                      | Monday, May 16                                    | Log into Blackboard. View welcome video, review syllabus, and all related course materials.  
• Take the syllabus quiz (you must do this to make the rest of the course content available).  
• Review “Evolution of Sports Media” materials folder in “Module 1” |
|        | Monday, May 16      | **Media Communication by Leagues & Teams**                                                                       | 1. Credentialed Media Assignment  
2. Press Release Assignment  
3. Marketing to the media assignment  
4. Conflict of Interest assignment | Monday, May 16                          | Monday, May 30                            | Review “Media Communications by Leagues & Teams” materials folder in “Module 2” |
| 2      | Monday, May 16 –    | **More Media = More Diverse Voices**                                                                                 | 1. Women’s Sports Assignment  
2. Diverse Voices assignment  
|        | Monday, June 13     | **Where is Sports Media Going Next?**                                                                               | 1. Stats & Info Assignment  
2. Media rights assignment  
3. Technology Assignment | Monday, June 13                         | Monday, June 13                          | Review “Where is Sports Media Going Next?” materials folder in “Module 2” |