George Mason University
College of Education and Human Development
School of Sport, Recreation and Tourism Management
Sport Management

SPMT 480-DL2 – Digital Media In Sport
3 Credits, Spring, 2021

Faculty

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Office Hours: By Appointment via Blackboard Collaborate Ultra

Office Location: N/A

Prerequisites/Corequisites: None

University Catalog Course Description
This course provides an exploration into the evolution of sports media and the how the rise of digital platforms has impacted the industry. Readings and discussions will address how this evolution has allowed for open avenues to direct communication with teams, players, and leagues among others. The course will also look at the public relation ramifications – both good and bad – with digital media's transparency.

Course Overview
Not Applicable

Course Delivery Method
This course will be delivered online (100%) using an asynchronous format via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. *The course site will be available on January 21, 2021.*

Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

Technical Requirements
To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students will need a headset microphone for use with the Blackboard Collaborate web conferencing tool. [Delete this sentence if not applicable.]

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- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
    - Adobe Acrobat Reader: https://get.adobe.com/reader/
    - Windows Media Player: https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/

Expectations

- Course Week: Because asynchronous courses do not have a "fixed" meeting day, our week will start on Monday and finish on Sunday. Work must be submitted by Sunday at 11:59pm unless otherwise specified (e.g. discussion board posts).
- Log-in Frequency:
  Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least one time per week.
- Participation:
  Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence:
  Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues:
  Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- Workload:
  Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support:
  Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette:
  The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- Accommodations:
  Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

Learner Outcomes or Objectives

At the conclusion of this course, students should be able to:
1. Differentiate between the various functional areas of digital media;
2. Describe the organizational and managerial foundations of digital media in sport;
3. Identify the importance of the increasing impact of social media on sport;
4. Identify current trends and issues in digital media;
5. Demonstrate digital information literacy and differentiation between reliable sources and "fake news."
6. Demonstrate an improvement in overall communications skills electronically.

Required Texts

Clavio, Galen (2020) Social Media And Sports. Champaign, IL: Human Kinetics.
Cook, Ron (2016, August 3). The good and bad about Colin Kaepernick's stance on national anthem.
      http://www.post-gazette.com/sports/ron-cook/2016/08/30/Ron-Cook-The-good-and-bad-about-Colin-Kaepernick-s-stance-on-national-anthem/stories/201608300066
Travis, Clay (2016, August 27). Colin Kaepernick Is an Idiot. http://www.outkickthecoverage.com/colin-kaepernick-is-an-idiot-082716
Wysocki, M. (2012, January 1). The role of social media in sports communication: an analysis of NBA teams' strategy.
      https://www.american.edu/soc/communication/upload/Capstone-Wysocki.pdf.

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Assignments and/or Examinations**
  This is a Performance-Based Assessment.

- **Other Requirements**
  Participation is required for all online class sessions and participation is important in reaching the course's stated learning objectives.

- **Grading**
  The course will have a 100-point grade scale as listed below:

Assignments and Grading Policy

Table of Assignments and Relative Grade Value (Points)

Activity	*Points*
Online Discussions: When required, students will be asked to speaking on course topics electronically.	15 points
Quizzes	15 points

Midterm Evaluation: Multiple choice, true/false, matching, definition, essay and fill in the blank – All materials covered to the day of the midterm.	20 points
Final Examination: Multiple choice, true/false, matching, definition, essay and fill in the blank – All materials covered to the day from the midterm to the day of the final exam.	25 points
Final Paper: Students are required to present a digital/social media plan for a professional sports, team, college athletics department or recreation venue that will effectively market the organization's strengths. Students will also be analytical and examine potential issues with their strategic plans.	25 points
TOTAL	**100 points**

Table of Points Converted to Letter Grade

Points	*Percent*	*Grade*
94-100	94-100%	A
90-93	90-93%	A-
88-89	88-89%	B+
84-87	84-87%	B
80-83	80-83%	B-
78-79	77-79%	C+
74-77	74-76%	C
70-73	70-73%	C-
60-69	60-69%	D
Below 60	0-59	F

Class Schedule

Date	Topics	Readings	Assignments	Activities
Week 1	Introduction To Class And The Sports Industry; Expectations For Semester, Who You Are	Clavio Chapter 1	Online Introduction	
Week 2	Social Media And The Sports World	Opposing Articles On Colin Kaepernick Clavio Chapters 2&3	Online Discussion	
Week 3				Quiz
Week 4	Social Media And Sport Organizations Countering Negative Media Framing/Commentary Breaking News On Social Media	Clavio Chapter 4	Online Discussion	
Week 5	Oakland/Las Vegas Raiders' Move	Clavio Chapter 5	Online Discussion	
Week 6	Countering Negative Framing		Online Discussion	
Week 7			Online Discussion	
Week 8	MIDTERM			
Week 9	Organizational Implications With Social Media	Clavio Chapter 6	Online Discussion	
Week 10	Organizational Implications With Social Media	Clavio Chapters 7&8	Online Discussion Board	
Week 11	Social Media And Self-Disclosure	Clavio Chapter 9	Online Discussion	

Week 12	Social Media And Support Identification	Clavio Chapter 10	Online Discussion	
Week 13	QUIZ			
Week 14	FINAL PAPER			
Week 16	FINAL EXAM	ONLINE	Complete course evaluation (online)	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

Core Values Commitment

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: http://cehd.gmu.edu/values/.

GMU Policies and Resources for Students

Academic Integrity

Students must adhere to the guidelines of the Mason Honor Code. This brief statement of the Honor Code is included here as a reminder of your commitment to abide by code this in your work in this course.

To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University Community and with the desire for greater academic and personal achievement, we, the student members of the university community, have set for this Honor Code: Student Members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see https://oai.gmu.edu/mason-honor-code/full-honor-code-document/)

- Students must follow the university policy for Responsible Use of Computing (see http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/).

- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.

- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see http://ods.gmu.edu/).

- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

- Students must use their MasonLive email account to receive important University information, including communications related to this class. I will not respond to messages sent from or send messages to a non-Mason email address.

- Religious holidays: A list of religious holidays is available on the University Life Calendar page. Any student whose religious observance conflicts with a scheduled course activity must contact the Instructor **at least 2 weeks in advance** of the conflict date in order to make alternative arrangements.

- Privacy: Instructors respect and protect the privacy of information related to individual students. Instructors will take every possible measure to protect the privacy of each student's submissions, scores and grades.

- Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking: As a faculty member, I am designated as a "Responsible Employee," and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason's Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason's confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason's Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or https://cehd.gmu.edu/aero/tk20. Questions or concerns regarding use of Blackboard should be directed to http://coursessupport.gmu.edu/.
- For information on student support resources on campus, see https://ctfe.gmu.edu/teaching/student-support-resources-on-campus

For additional information on the College of Education and Human Development, please visit our website https://cehd.gmu.edu/students/ .