COURSE TITLE: Sport Media Relations  
COURSE NUMBER: SPM 306  

I. RATIONALE:  
Media relations play an important role in any sports organization. The mass media has experienced a tremendous growth over the last two decades, and in particular, in the area of sports. Sports organizations, more than ever, need to understand how an effective media relations program can add to its overall success and profitability. It is essential that sports administrators know the media relations tools it takes create a positive image for its organization.  

II. MAJOR INSTRUCTIONAL GOALS:  

GOAL A: Understand the mass communication process and the model for sports information.  

Learning Outcomes: The student will:  
A-1 Understand the print and electronic media.  
A-2 Learn the role of a media relations director.  
A-3 Learn the role of a sports information director.  

GOAL B: Apply media relations applications and methods in structured assignments.  

Learning Outcomes: The student will:  
B-1 Learn how to conduct a media day.  
B-2 Demonstrate how to properly write a news release.  
B-3 Learn how to conduct a publicity campaign.  
B-4 Understand how to conduct an awards banquet.  
B-5 Learn how to conduct special events.  

GOAL C: Analyze the use of social media for teams/schools.
Learning Outcomes: The student will:

C-1  Understand mandatory content in a social media.
C-2  Learn to analyze a social media.
C-3  Conduct a case analysis of a social media.

GOAL D:
Incorporate all the information presented during the course to conduct a media relations campaign for an area sports organization that culminates with a mock press conference.

Learning Outcomes: The student will:

D-1  Learn how to conduct a press conference.
D-2  Learn how to structure a press conference.
D-3  Learn how to prepare a publicity campaign.
D-4  Make an end of semester presentation.

GOAL E:
Learn how to operate press box and press row operations.

Learning Outcomes: The student will:

E-1  Understand the importance of effective game operations.
E-2  Learn the tools and procedures for game operations.
E-3  Understand all elements and personnel involved with press row and press box operations.