

Washtenaw Community College Comprehensive Report

BMG 166 Sports and Entertainment Communications and Public Relations Effective Term: Fall 2020

Course Cover

Division: Business and Computer Technologies

Department: Business

Discipline: Business Management

Course Number: 166

Org Number: 13200

Full Course Title: Sports and Entertainment Communications and Public Relations

Transcript Title: Sports & Ent Comm & PR

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: New Course

Change Information:

Rationale: The purpose of this proposed class is to be part of a proposed Sports and Entertainment associate's degree.

Proposed Start Semester: Fall 2020

Course Description: In this course, students will integrate communication principles that apply uniquely to the sports and entertainment industries with an emphasis on cultural diversity and ethical communication principles and processes. Strategic market segmentation; media outlets, ratings and shares; and budget and marketing constraints will be emphasized. Students will recognize the difference between interpersonal communication, mass communication and public relations.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer

Proposed For:

Eastern Michigan University
Wayne State University
Other :

Student Learning Outcomes

1. Create effective messages based on market segments for culturally diverse audiences.

Assessment 1

Assessment Tool: Assignments

Assessment Date: Fall 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: A random sample of 40% of all students with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

2. Assess mass media's influence on sports and entertainment climates.

Assessment 1

Assessment Tool: Outcome-related exam questions

Assessment Date: Fall 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

3. Apply ethical communication principles and practices in the media.

Assessment 1

Assessment Tool: Assignments

Assessment Date: Fall 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: A random sample of 40% of all students with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

Course Objectives

1. Apply the communication process to prepare communications for various written and spoken channels in the sports and entertainment industries.
2. Develop ideas to identify, reduce and prevent barriers at each stage in the sports and entertainment communication process.
3. Prepare effective emails, letters, press releases, and instructions.
4. Write a research report that collects and analyzes the information that draws logical conclusions and workable recommendations.
5. Differentiate among the types of communications within the sports and entertainment industries.
6. Prepare and deliver neutral or positive messages to the public.
7. Apply mass media theories to analyze various media campaigns throughout history and the present day.
8. Identify the mutual past and present influences involved within radio, television and social media.
9. Identify elements of newsworthiness in news stories.

New Resources for Course

Course Textbooks/Resources

Textbooks

Seitel F. P. *Practice of Public Relations*, 13th ed. Pearson, 2016, ISBN: 9780134170114.

Manuals

Periodicals

Software

Equipment/Facilities

Level I classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Anthony Terry</i>	<i>Faculty Preparer</i>	<i>Mar 14, 2020</i>
Department Chair/Area Director: <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Mar 18, 2020</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Mar 25, 2020</i>
Curriculum Committee Chair: <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Apr 22, 2020</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>May 01, 2020</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>May 05, 2020</i>