

HTM * 2220
Communication & Media Strategy in Sports & Events
0.5 Credits

General Course Information

Instructor: Dr. Katie Lebel (she/her)
Email: klebel@uoguelph.ca
Office Location: Macdonald Hall, Room 102
Office Hours: By appointment
Department/School: School of Hospitality, Food & Tourism Management

Class Schedule: Lectures: Fridays 10-11:20am, MACS 209
Seminars: Tuesdays, MINS 037 (Sec. 01 10-11:20; Sec. 02 1-2:20; Sec. 03 2:30-3:50)

Pre-requisites: HTM *2020, MCS*1000

Course Description

All successful communication and media strategies in sport and events must consider the complexities of this diverse and dynamic market of sport-related goods and services. This course examines sport and events communications through the investigation of internal and external factors that shape consumer demand in related industry sectors with an emphasis on digital media applications. Specifically, it will analyse the social, cultural and economic factors influencing consumer behavior and the marketing of products, services and ideas.

Course Learning Outcomes

Upon successfully completing this course, you will:

Knowledge and Understanding:

1. Identify and discuss contemporary sport communication trends and the unique impact they have on society.
2. Compare and contrast the impact of traditional and new media on the sport business landscape.
3. Demonstrate the ability to critically evaluate communication and media applications from both practical and theoretical perspectives.

Discipline/Professional and Transferable Skills:

4. Demonstrate effective communication in a professional environment through report writing, content creation, and oral presentation.
5. Demonstrate the ability to effectively research and source information across a variety of sources.
6. Critically assess and evaluate the effectiveness of various media across different sport contexts.

Attitudes and Values:

7. Demonstrate comprehension of the sociological aspects of sport communication and their impact on society.

Summary of Course Content and Materials

| Date | Weekly Schedule | Deliverables |
|--|--|---|
| Module 1: The Sport Media Landscape | | |
| Week 1 (Sept. 9 & 13) | Introduction to the Course & the World of Sport Media | |
| Week 2 (Sept. 16 & 20) | The Rise of Digital Media in Sport: Old Model v. New Model | |
| Week 3 (Sept. 23 & 27) | Understanding the Sport Consumer: Sport Identification & Fandom | Assignment #1: The Sport Fan Journey |
| Module 2: Sport Communication Strategy | | |
| Week 4 (Sept. 30 & Oct. 4) | The Strategic Sport Communication Model: Creating, Managing, & Curating Sport Content | |
| Week 5 (Oct. 7) | Personal & Professional Branding in Sport | *Note: Oct. 11 Study Day (Happy Thanksgiving!) |
| Week 6 (Oct. 14 & 18) | Digital Sport Engagement Strategies Best Practices for Sport Teams, Retailers, Fans, & Athletes | Assignment #2: Social Media Content Creation Project |
| Module 3: Crisis Communication in Sport | | |
| Week 7 (Oct. 21 & 25) | Public Relations in Sport | |
| Week 8 (Oct. 28 & Nov. 1) | Image Repair Strategies | |
| Week 9 (Nov. 4 & 8) | Sport Communication & Change Agency | Assignment #3: Hockey Canada Analysis |
| Module 4: Sociological Aspects of Sport Communication | | |
| Week 10 (Nov. 11 & 15) | Gendered Sport Media Dialogue | |
| Week 11 (Nov. 18 & 22) | Sports, Race & Politics | |

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|----------------------------------|----------------|--|
| Week 12 (Nov. 25 & 29) | Course Wrap Up | Assignment #4: USPORTS Project |
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--- The course outline/format is subject to change based upon the instructor's discretion ---

Course Assessment

| Evaluation Item | Group/ Individual | Marks | Associated LO's | Due Date |
|-----------------|----------------------|-------------|--------------------|----------|
| Participation | I/G | 15 | LO 1-7 | Weekly |
| Assignment #1 | I | 20 | LO 1-5 | Sept. 30 |
| Assignment #2 | I | 20 | LO 1-6 | Oct. 21 |
| Assignment #3 | I/G | 20 | LO 1-7 | Nov. 11 |
| Assignment #4 | I/G | 25 | LO 1-7 | Nov. 29 |
| TOTAL: | | 100% | | |

Teaching and Learning Practices

This course will incorporate a variety of teaching methods. Lectures, case studies, experiential activities, practical-based assignments, group projects, and industry speakers will be leveraged to provide an engaging learning experience.

Course Resources

Required Text: This course does not use a specific textbook but will include weekly readings posted to the course learning management website by the instructor.

Course Website: CourseLink (courselink.uoguelph.ca) is THE source for all things related to HTM 2220. Assignment descriptions, news, discussion boards, course notes and electronic DropBoxes can all be accessed through our CourseLink website.

Course Policies

Email Policy:

Electronic communication between students and faculty should be sent from your official University of Guelph email account.

- Due to a very high volume of emails, Dr. Lebel will do her very best to respond to your direct emails within 72 hours, between the hours of 9:00am-5:00pm ET, Monday through Friday
- ALL emails should include the course code and section in the subject line (e.g., HTM 2220-01)
- Please be mindful of the increased capacity levels everyone is operating under and the fact that this is a large class
- You are encouraged to be resourceful and embrace communication strategies that are professional, kind, and empathetic. Here are some resources with helpful email etiquette tips 😊



10 TIPS FOR EMAILING YOUR PROFESSOR

tips

1. Before emailing your professor, check your course outline, notes, CourseLink, and talk to classmates to find out what you missed.
2. Use your University of Guelph email account to email your professors.
3. In the subject line, include the course code and reason for your email.
4. Use a formal greeting, your professor's title and their last name. For example, write 'Dear Dr. Smith' or 'Hello Professor Smith.'
5. Always check spelling and grammar before you send your email.
6. Avoid abbreviations and words in all capital letters.
7. Keep your email professional and concise. Do not share unnecessary personal information.
8. If you would like your professor to do something for you (such as meet outside of office hours or act as a reference), ask with a polite and flexible question.
9. Write out your full name, and thank them for their assistance at the end of your email.
10. When you hear back from your professor, send a short email thanking them for their time.

And here is an email example:



SAMPLE EMAIL



Source:

<https://learningcommons.lib.uoguelph.ca/item/10-tips-emailing-your-professor>

Grading Policies

The CourseLink DropBox timestamp will be the sole arbitrator to determine whether an assignment is late or not. DropBox is set up so that you can submit early drafts of work. While only the last submission will be graded, all submissions will be saved. Submit early and submit often to avoid late penalties.

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit, and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

Document Format

All graded documents must be submitted in PDF format.

Technology Policy

Technology-related issues will NOT be considered grounds for an extension to assignment deadlines or a reason to forgive a penalty for late or wrong format submissions. You need to ensure your plan for potential technology challenges or issues in advance of all submissions.

Turnitin

Turnitin software is integrated with the CourseLink DropBox tool to detect possible plagiarism, unauthorized collaboration or copying as a part of the ongoing efforts to maintain academic integrity at the University of Guelph.

ALL submitted assignments will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

A major benefit of using Turnitin is that students are able to educate and empower themselves, preventing academic misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able to see reports (i.e., Originality Reports) that show you exactly where you have properly (or improperly) referenced outside sources and materials in your assignments.

Group Work Policy & Peer Evaluation

Work submitted by a team of students will be allocated as one grade. Teams should work together and communicate with one another to ensure that their submissions are representative of the entire team. All team members should submit a copy of the assignment such that grades and feedback can be easily accessed.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Guidelines Around COVID

Ongoing health situations remain fluid. The University of Guelph sets the protocols and guidelines that must be followed by staff, students, faculty, and visitors. Please be sure that you have reviewed all information relating to COVID protocols and any other health-related restrictions for face-to-face interaction in class and on campus. Any changes made by the University once the course has started will be also shared through our CourseLink announcements and email.

Please remember that we are community members within the class and on campus. If you are experiencing symptoms of illness, it is always best to remain at home and connect with your peer team.

A couple of quick links:

COVID Information for Students:

<https://www.uoguelph.ca/covid19/covid-info-for-students>

UofG Wellness Centre:

<https://wellness.uoguelph.ca/>

Equity, Diversity, and Inclusion Statement

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the [University of Guelph Human Rights Policy](#). Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is December 2, 2022, for regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>

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|------------------------------------|-----------------|
| Date Submitted to Chair: | |
| Chair Signature (Approval): | <i>S Elliot</i> |
| Date Approved by Chair: | Sept 6/22 |

At Guelph, we recognize that things can come up throughout the term that may interfere with a student's ability to succeed in their coursework. These circumstances are outside of one's control and can have a serious impact on physical and mental well-being. Seeking help can be a challenge, especially in times of crisis. Below are resources we encourage all Guelph community members to access to ensure support is reachable:

<https://wellness.uoguelph.ca/>

If support is needed immediately, you can access these outside resources at any time:

Distress Line

- 24/7 line for if you are in crisis, feeling suicidal or in need of emotional support (phone: 416.408.4357)

Good2Talk

- 24/7 line for postsecondary students (phone: 1.866.925.5454)

Please also note that there are several campus resources that you might find helpful including free, confidential counselling services: <https://wellness.uoguelph.ca/mental-health-support-services>

- You can make an appointment for **University Counselling Services** by phone at 519-824-4120 x 53244. Same Day Drop-in Service is available to provide 1:1 support, information, and referrals, to students dealing with a variety of same-day, emerging or crisis situations.
- **The Gerstein Centre 24/7 Distress Line**, is a free, confidential support line for anyone experiencing an emotional crisis and needing immediate assistance: 416.929.5200
- **Keep.meSAFE**, is a mental health counselling service that specializes in student mental health support and provides 24/7 access to licensed counsellors through telephone and mobile chat: 1.844.451.9700