

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Sport Media

Course Abbreviation and Number: SPT 1350

Credit Hours: 3

Course Type: Lecture

Course Description: Students will examine the field of sport media as it relates to the sport industry. Students will be introduced to the relationship between sport and the media while analyzing their historical development. Additionally, students will be introduced to sport through various media outlets while analyzing sport media managements. Lastly, students will assess the future of sport media and the different trends and strategies within the industry.

No requisites.

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Analyze and interpret concepts within the sport media industry.
2. Successfully plan and organize for sport media coverage events.
3. Understand the techniques and strategies used within the sport media industry.

Topics Covered:

- Sports Media Industry
- Sport and the Media
- Media Games
- Global Players
- Broadcast Rights and Revenue
- Sport Media Regulation
- Sport Media Texts
- Sport Media Production
- Sport Media Planning and Promotion
- Communications
- Interactions
- The Commodity of Sport Celebrity
- Social Media
- Crises Management

Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
- [Accessibility Services](#)
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.

Effective Date: Fall 2021