

PRS360: Strategic Sport Communication

MOLLY YANITY, Ph.D.

Fall 2024

0001 Tue/Thu 2-3:15 p.m.

EMAIL: molly.yanity@uri.edu

0002 Tue/Thu 3:30-4:45 p.m.

COURSE SITE: <http://mollyyanity.com/> and Brightspace

LAND ACKNOWLEDGEMENT

The University of Rhode Island occupies the traditional stomping ground of the Narragansett Nation and the Niantic People. We honor and respect the enduring and continuing relationship between the Indigenous people and this land by teaching and learning more about their history and present-day communities, and by becoming stewards of the land we, too, inhabit.

OFFICE HOURS IN DAVIS 206*

Wednesdays noon-4 p.m.

Thursdays 10 a.m.-noon

*Make an appointment through [Starfish](#) for an in-person meeting, drop in (priority for those who make an appointment) or request a Zoom meeting via Starfish or email. *Davis Hall is not ADA compliant as it has no working elevator; if you cannot easily access the building or the second floor, just email the professor, who will happily meet you elsewhere.*

COURSE OVERVIEW

This 3-credit course introduces effective communication and public relations strategies and techniques within an organizational and professional context for sports. Students will explore various communication careers in sports as well as develop skills in print, online, broadcast and social media for sports.

Emphasis is placed on the fields within sport communication, including but not limited to sport information, public relations, media production, marketing and research, interactive media, media trends, production competencies, and employment opportunities and trends. Special attention is given to topics such as historical and theoretical features of the field, personal and organizational processes, sport media, services and support systems, and sociological aspects of sport communication.

PURPOSE/OUTCOMES

At the conclusion of this course, the assigned readings, class discussions, guest speakers and successfully completed assignments should have helped you to be able to:

- formulate an understanding of the role of sport communication in the sport industry;
- illustrate the breadth and trends of professional sport communication opportunities;
- demonstrate the integral components, resources, techniques, and skill development necessary in preparation for a position in sport communication;
- comprehend the historical and theoretical components of communication in and through sport as well as illustrate the Strategic Sport Communication Model (SSCM);
- articulate the elements of interpersonal and organizational communication in sport;
- illustrate the Model for Online Sport Communication;

- demonstrate the value of public relations to the sport-focused organization, as well as understand the functions of research in the practical and theoretical sport arenas;
- understand effective strategies in crisis communication;
- identify key sociological and political elements of sport communication;
- develop and plan a rudimentary sport communication campaign.

REQUIRED COURSE MATERIALS

- Pedersen, Paul M; Laucella, Pamela, C.; Kian, Edward M.; Geurin, Andrea N. (2025). [Strategic Sport Communication \(Fourth Edition\)](#). ISBN: 1718221479
- Free email subscription to the FRONT OFFICE SPORTS newsletter. [Subscribe here](#).
- [Canva Free](#) (app for your phone).
- You need a computer, smartphone and reliable internet access for the course. If you don't have access to those at home, please take advantage of the facilities at Ranger Hall, the library or elsewhere on campus.
- Additional and supplemental material will be posted to the course website.

GRADING

Your grade will be comprised of the total score of the following:

Attendance/engagement/participation*	10%
Case Study 1	5%
Case Study 2	10%
Case Study 3	15%
Case Study 4	20%
Midterm exam	15%
Final project/campaign	25%

COURSE POLICIES

***Attendance/engagement/participation points:** This class is a mix of lecture, discussion, in-class work, readings, guest speakers and screenings. Some of the material discussed in class is not in the readings. Class lectures, discussions, speakers and screenings will add complexity and keep the course up-to-date with current trends and issues in the sport media industries that pop up throughout the semester. Thus, attendance is mandatory and participation is extremely important.

I see the classroom as your “workplace” while you are in college. Thus, you should treat both your on-campus work the same way you would treat work attendance. People who have 100 percent attendance and *do not miss a class* will receive 110 points.

You may miss **TWO class meetings** without penalty – consider these your “sick/personal days” – for 100 points. Each additional absence is a 10-point deduction from the grade, unless you have a documented excuse for missing those additional class meetings (ex: serious illness, family emergency, etc.). Please discuss absences due to religious holy days and/or university sanctioned events with the professor before they take place.

Other engagement notes:

- You need to come to class *prepared*. This means you have done the reading, done any requested work, prepared questions and/or discussion points.
- You will regularly present your ideas, your opinions. You may be challenged. Respectfulness and civility are expected -- so are your voice and uniqueness.
- While in class, I expect you to be on task. If you are working on other materials, devices or engaged in activities beyond the course, you may be asked to leave the room, which will count as an absence.
- **IF YOU MISS CLASS, it is YOUR responsibility to make up work. Do not ask the professor what you missed; ask a classmate, consult the schedule, etc.**

CONTACTING PROFESSOR YANITY

Reach me via email (molly.yanity@uri.edu) or via [Starfish](#) or Brightspace.

I'll respond within 24 hours on weekdays, although I'll usually get back to you sooner. I routinely send out emails and may post announcements via BRightspace, so be sure to check your URI email and/or Brightspace regularly.

ACADEMIC INTEGRITY

Familiarize yourself with URI's on [academic honesty](#) as outlined in the [University Manual](#).

In addition to the university's policy, my stance on the use of **artificial intelligence/ChatGPT** is this: Your work is expected to be original and produced by you – which is the standard in the sport media and communication industry. That said, we will discuss how AI may serve as a tool for your use, given that the product is fully original, vetted, fact-checked and accurate.

SYLLABUS REVISION DISCLAIMER

I reserve the right to revise the syllabus, class schedule or assignment guidelines at any point during the semester if I deem changes are necessary. I will inform you of any changes in class, via email and on the course website in a timely fashion.

OTHER RESOURCES

- [Writing Center](#) Room 009, basement, Roosevelt Hall
- [Academic Enhancement Center](#) Fourth floor, Roosevelt Hall
- [Disability, Access & Inclusion](#) Room 302, Memorial Union
- [Hardship Assistance/Rhody Outpost](#) (food insecurity, housing insecurity – there is help)