CBM003 ADD/CHANGE FORM

1. Department: Health and Human Performance  College: CLASS
2. Faculty Contact Person: Dr. Rey Trevino  Telephone: 3-8690  Email: rtrevino@uh.edu
3. Course Information on New/Revised course:
   - Instructional Area / Course Number / Long Course Title:
     KIN / 3303 / Sports Communication
   - Instructional Area / Course Number / Short Course Title (30 characters max.)
     KIN / 3303 / SPORTS COMMUNICATION
   - SCH: 3.00  Level: JR  CIP Code: 31.0504  Lect Hrs: 3  Lab Hrs: 0
4. Justification for adding/changing course: To meet professional/accreditation standards
5. Was the proposed/revised course previously offered as a special topics course?  □ Yes  □ No
   If Yes, please complete:
   - Instructional Area / Course Number / Long Course Title:
     ___/___/___
   - Course ID: _____  Effective Date (currently active row): _____
6. Authorized Degree Program(s): BS KIN: Sport Administration
   □ Yes  □ No
   - Does this course affect major/minor requirements in the College/Department?
   □ Yes  □ No
   - Does this course affect major/minor requirements in other Colleges/Departments?
     □ Yes  □ No
   - Can the course be repeated for credit?  □ Yes  □ No  (if yes, include in course description)
7. Grade Option: Letter (A, B, C . . .)  Instruction Type: lecture ONLY  (Note: Lect/Lab info. must match item 3, above.)
8. If this form involves a change to an existing course, please obtain the following information from
   the course inventory: Instructional Area / Course Number / Long Course Title
   ___/___/___
   - Course ID: _____  Effective Date (currently active row): _____
9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr: 3. (3-0). Prerequisites: Junior Standing and KIN 3360. Description (30 words max.): The role of
   sport communication and how it highlights the importance of sports, the cultural identities of those
   engaged in sport communication, and industry practices.
10. Dean’s Signature: _____________________________  Date: 8/2/12

Print/Type Name: Sarah Fishman
KIN 3303 Sport Communication
Spring 2013 Syllabus
Times TBD; GAR 2xx

Course Description

This course provides a senior-level exploration of the role of sport communication in contemporary cultures. Readings and discussions will address questions about how communication about/in sports highlights the importance of sports, the cultural identities of those who engage in sport communication, and the pervasiveness of sport communication practices in industry.

Course Requirements

1. Reading assigned materials including the book and supplements.
2. Completion of pre-examination.
3. Completion of examinations.
4. Completion of quizzes.
5. Completion of annotated bibliography.
6. Completion of assignments.

Course Outline

1. Introduction 8. Electronic & Visual Sp Comm
3. History & Growth 10. Sp Advertising
4. Strategic Sport Communication Model 11. PR & Crisis Comm
5. Personal Sp Comm 12. Research

Course Objectives

After completing the course the student should be able to:

1. recognize the connections among sport communication practices and cultures.
2. develop analytical abilities in application of theories and concepts to sport communication practices.
3. watch, analyze, critique, and discuss the media's portrayal of the community of sport.
4. analyze the discourses surrounding sports issues.
5. gain an awareness of the pervasiveness of sport communication in other venues.

Required Readings


Readings as assigned.

Evaluation

Critiques 25% Critical essays on sports publications
Examinations 25%  Three non-cumulative exams  
Presentation 25%  Based on class topics  
Summaries 25%  Based on guest speakers  

**Grading**  
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\begin{align*}
87 \leq & \text{ B+ < 90} & 77 \leq & \text{ C+ < 80} & 67 \leq & \text{ D+ < 70} \\
A \geq & 94 & 83 \leq & \text{ B < 87} & 73 \leq & \text{ C < 77} & 63 \leq & \text{ D < 67} & F \leq 60 \\
90 \leq & \text{ A- < 94} & 80 \leq & \text{ B- < 83} & 70 \leq & \text{ C- < 73} & 60 \leq & \text{ D- < 63} \\
\end{align*}
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**Policy for Late or Missing Work**  
Students are expected to have all assignments completed on the announced dates and times. All assignments are available at the beginning of the course, but have their own separate due date. NO LATE ASSIGNMENTS WILL BE ACCEPTED.

**Students with Disabilities**  
The Center for Students with Disabilities provides academic support services for all UH students who have any type of health impairment, learning disability, physical disability, or psychiatric disorder. Individuals wishing to find out more about these services should contact CSD in Room 305 of the Student Service Center (or call 743-5400/voice 749-1527/TDD). Students requesting reasonable and necessary accommodations for this course (including testing modifications) should contact the instructor as soon as possible (but prior to a deadline).

**Academic Honesty**  
In the Department of Health and Human Performance we take the academic policy seriously. Those found in violation of the policy will be disciplined. Sanctions may include, but are not limited to, a lowered grade, failure on the examination or assignment in question, failure in the course, probation, suspension from the university, expulsion from the university, or a combination of these. [http://www.uh.edu/academics/catalog/policies/academ-reg/academic-honesty/index.php](http://www.uh.edu/academics/catalog/policies/academ-reg/academic-honesty/index.php)

**Course Communications**  
By University of Houston policy all students must have activated their campus e-mail address. Students may only contact the instructor using his UH e-mail address, ratrevino@uh.edu or ratrevin@central.uh.edu. Please provide a salutation and your name with every communication.

**Blackboard Vista**  
This course will be supplemented through Blackboard Vista. All materials for the class will be available to the student through this service, which may include but are not limited to: assignments, the syllabus, quizzes, examinations, discussions, additional readings, class notes, class presentations, and course communication.

**Additional Information**  
The following information is designed to help the class run smoothly. The instructor reserves the right to make additions and adjustments as necessary. Some of the writings, lectures, films, or presentations in this course may include material that conflicts with the core beliefs of some students. Please review the syllabus carefully to see if the course is one that you are committed to taking. If you have a concern, please discuss it with the instructor at your earliest convenience.

**Tentative Course Outline**  
*Subject to Change*
Supplemental Readings


