# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC) PROPOSAL FORM

## Cover page scroll over blue text to see further important [instructions](#instructions): [if not working select “COMMents on rollover” in your Word preferences under view] **please read these.**

**N.B. ALL numbered categories in section (A) must be completed. Please do not use highlight to select choices within a category but simply delete the options that do not apply to your proposal (e.g. in A.2 if this is a course revision proposal, just delete the creation and deletion options and the various program ones, so it reads “course revision”) Do not delete any of the numbered categories—if they do not apply leave them blank. If there are no resources impacted please put “none” in each A. 7 category.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| A.1. [Course or program](#Proposal) | **SMGT 325W Sports communication** | | | |  |
| [Replacing](#Ifapplicable) |  | | | |
| A. 1b. Academic unit | **School of Business** | | | |  |
| A.2. [Proposal type](#type) | **Course: creation** | | | |  |
| A.3. [Originator](#Originator) | **Marianne Raimondo** | [Home department](#home_dept) | **School of Business** | | |
| A.4. [Context and Rationale](#Rationale)  Note: Must include additional information in smart tip for all [new programs](#type) | **This course is designed to introduce the students to effective communication in the sports industry. The nature of communication will be examined in a variety of settings, and students will be instructed in developing press releases, creating communication plans for sports entities, conducting interviews, and assessing media coverage. This will be a required course in the proposed BS Sports Management. It is also required in the CUS Interscholastic Athletic Administration.** | | | | |
| A.5. [Student impact](#student_impact)  Must include to explain why this change is being made? | **This course provides students with the principles and practices of communication in sports organizations, including the integration of communication strategies with strategic goals of an organization. Students will learn about and develop skills in interpersonal communications, public relations, mass media relations, and public speaking. Students will be introduced to innovative technology currently utilized in sports communication.** | | | | |
| A.6. [Impact on other programs](#impact) | **none** | | | | |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty): | **The course may be initially taught by an adjunct; however, it is anticipated that FT faculty will be hired to teach this course. This course will be taken after students have completed core business courses and 201 Intro to Sports Management, allowing time to hire fulltime faculty.** | | | |
| [*Library*:](#library) | **NONE** | | | |
| [*Technology*](#technology) | **NONE** | | | |
| [*Facilities*](#facilities): | **NONE** | | | |
| A.8. [Semester effective](#Semester_effective) | **Fall 2023** | A.9. [Rationale if sooner than next Fall](#Semester_effective) | | **NONE** | |
| A.10. INSTRUCTIONS FOR CATALOG COPY: Use the Word copy versions of the catalog sections found on the UCC Forms and Information page. Cut and paste into a single file **ALL the relevant pages from the college catalog that need to be changed.** Use tracked changes feature to show how the catalog will be revised as you type in the revisions. If totally new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all changes is preferred. Send catalog copy as a separate single Word file along with this form. | | | | | |
| A.11. List here (with the relevant urls), any RIC website pages that will need to be updated (to which your department does not have access) if this proposal is approved, with an explanation as to what needs to be revised: | | | | | |
| A. 12 **Check to see if your proposal will impact any of our** [**transfer** **agreements,**](file:///C:\Users\tlamarre_2553\Downloads\transfer%20agreements) **and if it does explain in what way. Please indicate clearly what will need to be updated.** | | | | | |
| A. 13 Check the section that lists “Possible NECHE considerations” on the UCC Forms and Information page and if any apply, indicate what that might be here and contact Institutional Research for further guidance. | | | | | |

B. [NEW OR REVISED COURSES](#delete_if)  **Delete section B if the proposal does not include a new or revised course. As in section A. do not highlight but simply delete suggested options not being used. Always fill in b. 1 and B. 3 for context. NOTE: course learning outcomes and topical outlines only needed for new or substantially revised courses.**

|  | Old ([for revisions only](#Revisions)) ONLY include information that is being revised, otherwise leave blank. | New Examples are provided within some of the boxes for guidance, delete just the examples that do not apply. |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title) |  | **SMGT 325W** |
| B.2. Cross listing number if any |  |  |
| B.3. [Course title](#title) |  | **Sports Communication** |
| B.4. [Course description](#description) |  | **Students will be introduced to the practices and skills essential for sports communication professionals, with an emphasis on the different kinds of writing involved.** |
| B.5. [Prerequisite(s)](#prereqs) |  | **SMGT 201** |
| B.6. [Offered](#Offered) |  | **Spring** |
| B.7. [Contact hours](#contacthours) |  | **3** |
| B.8. [Credit hours](#credits) |  | **3** |
| B.9. [Justify differences if any](#differences) |  | |
| B.10. [Grading system](#grading) |  | **Letter grade** |
| B.11. [Instructional methods](#instr_methods) |  | **Lecture, Case Studies, Small Group** |
| B.11.a [Delivery Method](#instr_methods) |  | **On campus** |
| B.12. CATEGORIES  12. a. [How](#required) to be used |  | **Required for major/minor**  **Required for Certificate** |
| 12 b. Is this an Honors  course? |  | **NO** |
| 12. c. [General Education](#ge)  N.B. Connections must include at  least 50% Standard Classroom  instruction. |  | **NO**  **category:** |
| 12. d. Writing in the  Discipline (WID) |  | **YES** |
| B.13. [How will student performance be evaluated?](#performance) |  | **Attendance | Class participation | Presentations |Papers | Projects, Quizzes, Interviews** |
| B.14 [Recommended class-size](#class_size" \o "Check appendix XVIII in the UCC Manual for Best Practices) |  | **20** |
| B.15. [Redundancy statement](#competing) |  | **None** |
| B. 16. Other changes, if any |  | |

| B.17**.** [**Course learning outcomes**](#outcomes)**: List each one in a separate row** | [**Professional Org.Standard(s)**](#standards)**, if relevant** | [**How will each outcome be measured**](#measured)**?** |
| --- | --- | --- |
| Students will gain knowledge of the various approaches to sports media and communcation |  | Quizzes, written assignments and class discussion surrounding topics in sports communication. |
| Students will be able to generate content, including effective writing from a sports perspective. |  | Students will produce press releases for sports events. |
| Students will be able to integrate communications strategies with a sports organization’s goals and develop a communication plan for a sports entity or athletic department. |  | Students will develop a communications plan for a sports entity. |
| Students will demonstrate skills to effectively handle media interviews for athletes, coaches, sports executives, and owners |  | Students will engage in mock interviews in class. |
| Students will demonstrate ability to manage use of social media for a sports organization. |  | Students will analyze the communications operations of a sports organization including examples of positive and negative publicity and media coverage of the publicity |

| B.18. [**Topical outline**](#outline)**: DO NOT INSERT WHOLE SYLLABUS, JUST A TWO-TIER TOPIC OUTLINE suitable for the contact hours requested. Proposals that ignore this request will be returned for revision.** |
| --- |
| 1. Introduction to Sports Communication and Media    1. Source of information for sports    2. Social media outlets for communication    3. News and issues in sports media 2. Integrating Sport Public Relations with Strategic Management    1. Sports public relations as a management tool    2. Writing and interviewing skills 3. Developing writing and Interviewing Skills    1. Forms of writing, types of releases    2. Reporting results 4. Sports Media    1. Print media    2. Broadcast media (radio and TV)    3. Social media and technology 5. Managing the Sports Event    1. Organization- media relationships    2. The basics of content, production schedule, and game day programs    3. Game day media operations    4. Press conferences, media days, and special events    5. Developing media policy 6. Publicity Campaigns    1. Campaign Development    2. Ethical considerations of campaigns    3. Strategies for campaigns 7. Crisis Management    1. Nature of crisis    2. Managing a crisis, crisis response    3. Crisis management plan |

## D. Signatures

* **Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair**.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and their relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to [curriculum@ric.edu](mailto:curriculum@ric.edu) to the current Chair of UCC. Check UCC website for due dates. Do NOT convert to a .pdf.

##### D.1. Approvals: required from programs/departments/deans who originate the proposal. THESE may include multiple departments, e.g., for joint/interdisciplinary proposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| David Blanchette or Michael Casey | Chair of Management Marketing Department | \*approved by email | 5/8/2023 |
| Marianne Raimondo | Dean of School of Business | \*approved by email | 4/28/2023 |
| Mike Michaud | Chair Writing Board | \*approved by email | 5/5/2023 |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS (and their relevant deans if not already included above) that are IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING