

# **KHS: 6560 Media, Communication, and e-Business in Sports**

## **Course Syllabus**

---

### **Course Information**

**DIVISON:** Kinesiology, Health, and Sports Science

**PROGRAM AREA:** Sports Administration

**COURSE NUMBER:** KHS: 6560

**COURSE TITLE:** Media, Communications, and e-Business in Sports

**SECTION:** 901

**YEAR/TERM:** 2009 Winter Term

**COURSE LOCATION:** Wayne Center

**TIME/DAY:** Thursday 5:00 p.m. – 7:00 p.m.

**INSTRUCTOR:** Terrance Campbell - MSISM, MA Ed., Ph.D. Candidate

**OFFICE HOURS:** Thursday 11:30 am - 2:30 pm (You can make appointments for other times)

**REQUIRED READING:** Articles, Electronics Books, and Tutorials will be provided by the instructor.

---

### **Facilitator Information**

Terrance Campbell  
555 Matthaei Building  
2nd Floor (VAC Program Office)  
ai6286@wayne.edu  
(313) 577-5945 Office Phone  
248-229-9905 Emergencies only please

---

## General Course Description

The course will focus on developing an understanding of how to effectively integrate technology to improve organization performance related to promoting, marketing and managing health, physical education, recreation, and sports programs. Students (individual and in groups) examine the increasing influence of digital media on the role of managers by developing products to assist them in being more effective managers; (a) a newsletter, (b) an audio/visual message (class project) and, (c) a Social Networking Site consisting of 3 – 5 web pages. Students will also be exposed to alternative platforms such as the Internet, pod casts, newsgroups, and blogs is throughout the semester as well.

---

## Course Objectives

This course has three overarching goals:

- Develop an understanding the role of management in relation to using technology to enhance and organization's business, management, and marketing functions with emphasis placed on the Sports Industry.
- Discuss characteristics of technology-driven organizational change with regard to (1) adding value to products/services, (2) assessing the moral and ethical implications for the organization and the large community.
- Develop and enhance student's technology-literacy related to the creation and utilizing of interactive media to assist them in become better professionals.

Upon completion of this course, students will be able to:

- Explain why it is essential to learn about technology today and discuss several ways technology has been integrated into our business and personal lives.
  - Discuss the organizational and societal impact of implementing technology; including some benefits and risks related to the prominence of computerized technology in our society.
  - Explain the impact of computerized communications (blogs, podcasting, viral marketing, etc) on businesses, personal lives, and the Sports Industry.
  - Describe social networking (including some computerized elements) and how it can be used to enhance and expand customer relationships for businesses and the Sports Industry.
  - Define web-based multimedia and list some of the advantages and disadvantages of using multimedia and demonstrate how to utilize web-based media to create Marketing and Public Relations products; some examples include (a) newsletter, (b) press release, (c) pod cast, (d) web pages, interactive training presentation, and (f) social networking site.
-

## Require Text and Materials:

- Articles, electronic book chapters, pod casts, or another materials will be provided by the instructor/facilitator.
- 

## The Onground (Classroom) Schedule

- Thursday from 5:00 pm – 7:00 pm
  - Week 1 (**January 15, 2009**) – **Publisher Introduction**
  - Week 5 (**February 5, 2009**) – **MW Productions**
  - Week 7 (**February 26, 2009**) – **Mid-Term Week and portfolio introduction/review**
  - Week 9 (**April 2, 2009**) – **MW Productions**
  - Week 11 (**April 9, 2009**) – **MW Productions**
  - Week 14 (**April 23, 2009**) – **Conference**

**Note:** May 2, 2009 is the Business, Management, Marketing, and Technology Careers in Sports Administration Conference, which is the practical hands-on portion of the final exam.

## Teleconference Schedule (Attendance counts towards participation)

- Thursday from 7:00 pm – 8:00 pm
  - Week 3 (**January 29, 2009**)
  - Week 6 (**February 12, 2009**)
  - Week 10 (**March 19, 2009**)

**Teleconference Phone:** (218) 339-4300; **Access Code:** 958028

## The Online Weekly Schedule

Electronic weeks begin on Friday and end on Thursday.

- Day 1 – Friday
- Day 2 – Saturday
- Day 3 – Sunday
- Day 4 – Monday
- Day 5 – Tuesday
- Day 6 – Wednesday
- Day 7 – Thursday

**Note:** Online weeks are the weeks that we don't meet. Additionally, not all online weeks will have discussion questions. For weeks, that we don't have discussion questions the teleconference will be the activity in terms of participation.

---

---

## Learning Teams

Students are expected to work effectively in diverse groups and teams to achieve tasks. They must collaborate and function well in team settings as both leaders and followers. They should respect human diversity and behave in a tolerant manner toward colleagues and peers.

Because Learning Team projects are outcome-based, all members of your Learning Team will generally earn the same grade for Learning Team projects. However, I reserve the right to report different grades for different Learning Team members if I see a substantial imbalance in individual contribution.

Learning Teams should provide a brief summary of any communications. Therefore, if you hold conference calls, work in a real-time chat room, or in any other way get together outside the OLS (Online Learning System) environment in another way, please post a log, transcript, or summary under the appropriate **Learning Team Weekly thread**. Further, please do not use any of these supplementary communication tools unless everyone on your Learning Team agrees to the method and to the schedule. Should you have any questions about this, please contact me.

---

## Homework Submission

All homework assignments need to be posted in your dropbox.

---

## CLASS PROCEDURES AND POLICIES

---

### Attendance

Attendance is important, so please make sure you are in attendance every week. Please send me an email directly so that I am aware of the situation.

---

### Participation (Online Weeks)

Participation is very important online. You will be expected to participate 4 days a week in several different discussions and to contribute at least 2 substantive discussion messages on each of those 3 days. The responses are responses to your fellow students responses not your initial responses to the discussion questions. This is a required part of your grade. Participation consists of notes you send above and beyond graded assignments. This generally means the messages you send as replies to messages from your classmates and me.

Please note that both quantity and quality are important considerations when it comes to participation. A message which says simply, "I agree," for example, would not constitute participation since it does not add anything of substance to the discussion. So, make sure they are roughly 200 – 300 words of more than just causal conversation.

In order to earn full participation points, you must add something of substance to the discussion 4 out of 7 days per week—this would consist of new ideas, your perspectives, pointed follow-up questions, etc. You will find it is much easier to keep up with an Online class when you are logging in and participating regularly.

## Participation and Discussion Question Grading

Your initial responses to discussion question will **NOT** count towards the class participation requirement as they are required. Responses to your fellow students' responses are what count towards participation. For example you and Jane Doe respond to the Week 1 DQ 1. When you respond to Week 1 DQ 1 you have don't start receiving participation points. When you respond to Jane Doe's response you start receiving participation point.

---

---

## Weekly Summaries

Weekly summaries will be required in this course and are due Day 7 of each week and they will count towards participation.

---

## Late Assignments

Late assignments will be accepted up to 4 days after the due date with a 10% penalty per day. **Deadlines will be defined as 2:59 a.m. EST of the morning after day the it is due.** For example the Week 2 assignment is due by 2:59 a.m. Friday (January 23, 2009).

If you have an assignment completed by the deadline but are unable to post it in the course or drop box for technical reasons, you can send it to me by email to demonstrate that it was completed on time. However, you must post the assignment once that becomes available.

---

## Academic Honesty

Academic honesty is highly valued A student must always submit work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources. The student should also make clear the extent to which such sources were used. Words or ideas that require citations include, but are not limited to, all hardcopy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. At the Online campus, all submissions to any public meeting or private mailbox fall within the scope of words and ideas that require citations if used by someone other than the original author. Academic dishonesty in an online learning environment could involve:

- Having a tutor or friend complete a portion of your assignments
  - Having a reviewer make extensive revisions to an assignment
  - Copying work submitted by another student to a public class meeting
  - Using information from online information services without proper citation
  - Not referencing your references
  - Not have a reference page
- 

## Withdrawal Policy

Students who withdraw from a course after the end of the 4<sup>th</sup> week of class will receive a grade of WP, WF, or WN.

- WP will be awarded if the student is passing the course (based on the work due date) at the time of the withdrawal is requested.
- WP will be awarded if the student is failing the course (based on the work due date) at the time of the withdrawal is requested.
- WN will be awarded if not materials have been submitted, and so there is no basis for a grade.

Students must submit their withdrawal request on-line through Pipeline. The faculty member must approve the withdrawal request before it becomes final, and students should continue to attend class until they received notification via email that the withdrawal has been approved. Withdrawals can be requested at any point from the fifth week of class through the study day.

---

## Attention Students with Disabilities

Wayne State University is committed to providing students with disabilities an equal opportunity to benefit from its programs, services, and activities. If you have a disability that limits your participation in class in any way, please inform the professor and alterations in the course will be made. All printed materials are available in alternative formats.

If you feel that the limitations imposed by your disability will interfere with your ability to successfully fulfill the requirements of this course, you are strongly encouraged to contact **Student Disability Services (SDS)** in room 5155 Gullen Mall/1600 UGL to request an accommodation. **Phone number: (313) 577-1851.**

The SDS Student Handbook, found online at the link below, includes departmental procedures and polices, in addition to the many forms that may be used to request the service and accommodation that you desire.

<http://www.studentdisability.wayne.edu>

---

---

## GRADING

---

### Feedback

Each week, I will provide grades or scores and comments on assignments within 6 days of the end of the previous week.

---

### Grading Formula

100-95	A	83-80	B-
94-90	A-	79-77	C+
89-87	B+	76-74	C
86-84	B	73 or <	F

Note that I don't round up or down. Your point total is what it is.

---

### Plagiarism

Plagiarism includes copying materials (any more than 5 consecutive words) from outside texts or presenting outside information as if it were your own by not crediting authors through citation. It can be deliberate or unintended. If you're in doubt about the use of a source, cite it. Students caught plagiarizing information from other sources will receive a failing grade in the course. University policy states that students can be subject to multiple sanctions from reprimand to expulsion as a consequence of academic dishonesty. To enforce this policy, all outside references must be submitted with assignments.

---

### General Note on Grading

The College of Education faculty members strive to implement assessment measures that reflect a variety of strategies in order to evaluate a student's performance in a course. For undergraduates and post-degree students C grades will be awarded for satisfactory work that satisfies all course requirements. B grades will be awarded for very good work, and A grades will be reserved for outstanding performance. [For graduate students B grades will be awarded for satisfactory work that satisfies all course requirements, B+ grades will be awarded for very good work, and A grades will be reserved for outstanding performance.] Please note that there is a distribution of grades from A – F within the College of Education and that pluses and minuses are recorded and distinguish distinct grade point averages.

## Point Values for Course Assignments

<i>Individual Assignments</i>	<i>POINTS</i>
Week Two Newsletter (Technology and Management Functions)	50
Week Three Newsletter (Office Automation)	50
Week Seven Newsletter (e-Business and Marketing)	50
Week Twelve Social Networking Site Rough Draft	100
Week Fourteen Social Networking Site Final Draft	100
<b>Current Event and Volunteering</b>	
Current Event Week Four	50
Current Event Week Eleven	50
Volunteering Activity 1	50
<b>Exams and Participation</b>	
Mid-Term Exam (Week Seven)	100
Final Exam (Week Fourteen)	100
Participation (all weeks - 10 points/week; conference attendance is worth 120)	300
<b>Class Project Assignments</b>	
Week Four (PSA Concept/Conference Workshop/Marketing Concept)	50
Week Six (PSA Story Board Rough Draft/ Conference Workshop/Marketing Concept)	50
Week Nine (Conference Commercial/ Conference Workshop/Marketing Materials Rough Draft)	100
Week Ten (Conference Commercial/ Conference Workshop/Marketing Materials Final Version)	100
<b>TOTAL</b>	<b>1300</b>

### Notes:

All newsletters must include a 2 references in the form of footnote cited using APA format.

**Current events:** They only need to be 2 paragraphs in length, which can be provided as a response to the current events thread. It MUST include a link to the article you have reviewed. The first paragraph is a summary of the article and the second paragraph is a critical analysis of the article.

**Volunteering Opportunities:** Volunteering and Community Service are important aspects of being a good supervisors as it provides opportunities for one to be a mentor or role model in a different setting, which allows for opportunities to grow. Additionally, there are opportunities to enhance one's professional network. To this end, students are expect to participant in 1 volunteer or community service events during the semester.

**Mid-Term Exam and Final Exam:** Consists of two parts. An individual assignment and an online/written exam of nomore than 50 questions (Multiple Choice, T/F, In-Blank, Short Essay). You will have an hour to complete the exam. Sample questions will be provided at least 2 weeks before each exam.



## Weekly Topics and Individual Assignments

---

### Week Two: Technology and Management Functions

- Technology and Management Functions Paper
- Based on personal experience in the workplace, prepare a 1 page newsletter with at least 4 sections giving examples of how management at your company expects technology to improve business. Discuss how your company's current technology is meeting or not meeting business needs. Submit the paper, as directed by the faculty member. **(Due Week Two)**

### Week Three: Office Automation

- Prepare a 1 page newsletter that has 4 sections describing what office automation and group collaboration software is used in your organization. Include an analysis of the advantages and disadvantages of each software used. **(Due Week Four)**
- Current Event

### Week Four: e-Business and Value Chains

- 1 page newsletter that has 4 sections describing and evaluating the external value chain strategy of your organization. Refer to the abovementioned Value Chain Model, as well as the information provided in the other course materials, and answer the questions below. **(Due Week Five)**

Explain the value chain analysis for the business that includes the customer. Value chain analysis describes the activities that take place in a business and relates them to an analysis of the competitive strength of the company. Value chain activities can be grouped into two categories.

- Primary Activities – Those that are primarily concerned with creating and delivering a product (e.g. component assembly)
- Support Activities – Activities (e.g., human resource management) that might increase effectiveness or efficiency.

Also, Include information on how technology can be used for partnering activities that might add value to a company's value chain. Give specific examples in areas such as the following:

- Innovative approaches toward business functions in partnering with sites that draw together like-minded customers (e.g., electronic neighborhoods, reinventing commerce, extracting information from data exchange)
- How does your organization contribute to the benefit and success of its entire external value chain (or does it)?
- What opportunities for improvement exist (consider product, information and financial flows; and be sure to address the anticipated benefits that justify your proposed changes, along with any potential challenges)?

### Week Five: Online Multimedia and the New Rules of Marketing

- 1 page newsletter that has 4 sections outlining and evaluating your organization's efforts to leverage the Internet as a communication medium (e.g., Web, email). Refer to the information provided in any and all course materials, and answer the questions below. **(Due Week Six)**
  - How does your organization's online marketing investments create additional brand value and/or sales volume (or do they)?
  - What opportunities for improvement exist (consider the value of the Internet as a bi-directional medium; and be sure to address the anticipated benefits that justify your proposed changes, along with any potential challenges)?

### Week Twelve: Using Websites and Portals to enhance organizational performance (Part 1)

- Create a Social Networking site **(Finished copy due Week Fourteen)**
  - Consists of 5 - 7 pages Three of the pages should address
    - Your Coaching/Management Philosophy
    - Your thoughts on the role of management in relation to using technology to enhance and organization's business, management, and marketing functions.
    - 3 – 5 characteristic and/or competencies you think are important for management to create a culture of technology-driven organizational change with regard to (1) adding value to products/services, (2) assessing the moral and ethical implications for the organization and the large community
  - Has your resume
  - Has 2 – 3 electronic copies of certifications of achievement
  - 2 – 3 articles
  - A newsletter or press release
  - A 10 – 12 page training presentation
  - A newsgroup or blog
  - 3 – 5 websites for useful information

### Week Fourteen: Using Websites and Portals to enhance organizational performance (Part 2)

- See Week Twelve for the assignment due this week
- Exam portion of Final Exam **(online); Conference attendance is the other half.**

## *Team Assignments*

---

**Week 2:** Identify your Learning Team Member and complete the Learning Team Charter. A copy will be posted. A Team Lead needs to be selected as well. The class will be responsible for putting on a Sport and Technology Conference for the VAC Program.

- **Due Week Three**

**Week 4:** Training Topic Selection for Conference (**Submit by the end of the week for approval**)

- **Due Week Four**

**Note:** We will talk more about this during the Week 3 Teleconference as we will talk more about the conference as this time.

**Week 7:** Provide a rough draft of conference materials

- Conference Flyer
- Conference Presentation

- **Due Week Seven**

**Week 9:** Complete Presentation and Marketing Flyer

- **Due Week Ten**

**Week 10:** Start distributing flyer and signing up participants

**Week 13:** Training Workshop Delivery Dry Run

**Week 15:** Training Workshop Delivery at conference