

Center for the Study of Sport and Exercise

SADL 507 - Sports Media, Social Networking & Brand Communications

> Course Syllabus Fall 2012



Instructor: Dr. Galen Trail
Office: Lynn 112
Email: trailg@seattleu.edu

Course Time: Thursday 6-9pm Location: Pigott 205

Text required: Young, A. (2010). <u>Brand Media Strategy: Integrated Communications Planning in the Digital Era (Advertising Age)</u>. Readings posted on ANGEL.

Scope of the Course: Communicating a sport brand effectively is extremely important for any sport organization. This course is intended to provide students with comprehensive coverage on how to develop a strategic and holistic communications plan for a sport organization that drives brand marketing across platforms. Students will gain a clear understanding of how a well thought out strategic communication plan supports the building of a strong sports organization brand. Students will learn about the various communication tools available today, how to use them, as well as the pros and cons of each medium. In addition, students will realize the importance of evaluating ROI (Return On Investment) of any communication/advertising campaign.

Course Objectives: After successfully completing this course, students will be able to do the following:

Objective	Learning Outcome	Evaluative Tool
1. Explain and delineate the importance of	Content Knowledge,	In-class
having a comprehensive media communications	Discovery and Inquiry,	assignments,
strategy to improving the brand of a sport	Critical Thinking,	quizzes, &
organization.	Communication,	Communications
	Citizenship,	Plan
	Diversity/Social Justice	
2. Apply the theories and research paradigms to	Content Knowledge,	In-class assignments
develop and evaluate a strategic communications	Discovery and Inquiry,	& Communications
plan.	Critical Thinking,	Plan
	Communication,	
	Citizenship	
3. Create a strategic communications plan that		
provides a synopsis and recommendations for a		
sport organization. Specifically the student will:		
a. Determine goals for	Content knowledge,	In-class assignments
communications plans	Discovery and Inquiry,	& Communications
	Critical Thinking,	Plan
b. Identify and profile audiences	Discovery and Inquiry,	In-class assignments
	Critical Thinking,	& Communications

		Numeracy, Technology	Plan
c.	Develop messages	Content knowledge,	In-class assignments
		Discovery and Inquiry,	& Communications
		Critical Thinking	Plan
d.	Select communication channels	Content knowledge,	In-class assignments
		Discovery and Inquiry,	& Communications
		Critical Thinking,	Plan
		Technology	
e.	Choose activities & materials	Content knowledge,	In-class assignments
		Discovery and Inquiry,	& Communications
		Critical Thinking	Plan
f.	Determine how to implement	Content knowledge, Critical	In-class assignments
	communication plans	Thinking	& Communications
			Plan
g.	Make recommendations for	Content knowledge,	In-class assignments
	evaluating plan	Discovery and Inquiry,	& Communications
		Critical Thinking,	Plan
		Numeracy, Communication	
h.	Provide a written and oral	Communication,	In-class assignments
	presentation of a plan	Technology	& Communications
			Plan

Course Requirements and Assignments:

- 1. Quizzes (75 points)
- 2. Assignments (150 points)
- 3. Written consumer marketing report (150 points).
- 4. Oral presentation of marketing report (50 points).
- 5. Final exam (75 points)

Course Expectations:

To do well in this class, you will probably need to spend **at least** 10 hours per week **outside** of class on the readings, preparing for the quizzes, and doing the assignments. Please plan accordingly. Late assignments are accepted with a penalty of 10% per calendar day, starting immediately after the drop box closes.

Grading Scheme:

93.33% + = A	80.00+% = B-	70.00+% = C-
90.00+% = A-	76.67 + % = C +	60.00+% = D
86.67 + % = B +	73.33+% = C	0.00+% = F
83.33+% = B		

	Course Calendar					
Unit #	Date	Topic	Readings	In class	Assignments Due	Guest Speaker
1	9/20	Foundations, Branding, Digital Media, New Media	Intro, Chapter 1, & Chapter 2	Quiz #1 on all readings	Choose groups for Strategic Communication Plan	None
2	9/27	Communications Planning	Chapter 3, & 7 creative Social Media Marketing Mini Case Studies http://www.socialmediaexaminer.com/7-creative-social-media-marketing-mini-case-studies/	Quiz #2 on all readings	Identify Focal Organization, find market research, access marketing plan (15 points)	TBA
3	10/4	Communications Goals & ROI	Chaps. 4 & The Metrics That Matter: Website analytics that show you how to improve conversions and lift ROI http://event.on24.com/r.htm?e=492574&s=1&k=27 D03D24BD69440DDE7EFCC53B07E891 How to Use the New Google Analytics Social Reporting Tool http://www.socialmediaexaminer.com/google-analytics-social-reports/ 5 Reasons You Should Measure Social Media ROI http://www.socialmediaexaminer.com/social-media-return-on-investment/	Quiz #3 on all chapters & readings	Determine Goals for Communication Plan (20 points)	Eric Guerra – SU Associate AD of Communications and Operations (6pm)
4	10/11	Target Analysis & Moments of Receptivity	Chaps. 5 & 8	Quiz #4 on all chapters	Identify and Profile Audience (Should already be done through your identification of relevant market segments.) Identify Moments of Receptivity (Media, Venue, etc.) (20 points)	Carter Henderson (6pm)– UW Assistant Athletic Director for Public Relations
5	10/18	Central Communication/Creati ve Platform	Chapter #7	Quiz #5	Develop Messages (20 points)	Randy Adamack – Seattle Mariners, Vice President, Communications
6	10/25	Campaign Architecture	Chapter #9, & 2012 Social Media Marketing Report http://www.socialmediaexaminer.com/SocialMedia MarketingIndustryReport2012.pdf?9d7bd4	Quiz #6 on all chapters & Readings	Select Communications Channels (15 points)	TBA

	Course Calendar						
Unit #	Date	Topic	Readings	In class	Assignments Due	Guest Speaker	
7	11/1	Idea Amplification & Digitizing Brand Media Strategy	Chapters #6 & #10, & The 7 whiteboard Sessions Every Social Media Strategist Needs to Have in 2012 http://info.spredfast.com/rs/spredfast/images/Spredf ast_7%20Whiteboard%20Sessions%20Guide.pdf? mkt_tok=3RkMMJWWfF9wsRokuqzNZKXonjHpfsX 56e0qXq62IMI%2F0ER3fOvrPUfGjI4ASMtmI%2Fq LAzICFpZo2FFLCvKQeIZB6eE%3D Culture Club: "They Come and Go" on Mobile http://aquent.com/learn_more/resources/files/webca st-120620/playback.htm http://www.slideshare.net/aquentweb/aquentama- webcast-culture-club-mobile	Quiz #7 on all chapters & Readings	Choose Activities & Material (20 points)	TBA	
8	11/8	Activating the Plan	7 Tips for Creating a Social Media Plan http://www.socialmediaexaminer.com/social-media-plan-for-your-business/ Chapter 11	Quiz on #8	Determine how to implement the plan (20 points)	ТВА	

	Course Calendar					
Unit #	Date	Topic	Readings	In class	Assignments Due	Guest Speaker
9	11/15	Evaluating the Plan	Chapter 12, & How to Track Social Media Traffic with Google Analytics http://www.socialmediaexaminer.com/how-to-track-social-media-traffic-with-google-analytics/ 5 Simple Metrics to Track your Social Media Efforts http://www.socialmediaexaminer.com/metrics-to-track-your-social-media-efforts/ Google Analytics Adds Social Reports http://www.socialmediaexaminer.com/google-analytics-adds-social-reports-this-week-in-social-media/	Quiz #9 on chapter and readings	Identify evaluation tools to be used on the plan and how to implement (20 points)	TBA
	11/22	Thanksgiving (no class)				
10	11/29	Presentations	Presentations	No quiz	Presentations	Presentations
	12/6	Final Exam	6-8 PM	Thursday	December 6th	

I reserve the right to modify this syllabus at any time.

MISSION STATEMENT:

Seattle University is dedicated to educating the whole person, to professional formation, and to empowering leaders for a just and humane world.

Vision

We will be the premier independent university of the Northwest in academic quality, Jesuit Catholic inspiration, and service to society.

Values

Care

We put the good of students first.

• Academic Excellence

We value excellence in learning with great teachers who are active scholars.

• Diversity

We celebrate educational excellence achieved through diversity.

Faith

We treasure our Jesuit Catholic ethos and the enrichment from many faiths of our university community.

• Justice

We foster a concern for justice and the competence to promote it.

Leadership

We seek to develop responsible leaders committed to the common good.

DIVERSITY STATEMENT:

Seattle University both celebrates and promotes safe and healthy community life for people of all races, religions, national origins, socio-economic classes, gender identities and expressions, sexual orientations, physical and learning abilities, and ages by modeling behavior and articulating expectations that we live and work together in one community, bound together by our commitment to learning and respect for one another. Excellence and diversity at Seattle University are inextricably tied. We have a deep understanding of, and commitment to, the fact that to be an excellent university we must be diverse in all aspects of our work. No discrimination will be tolerated.

ACADEMIC CONDUCT

You are expected, at all times, to act with academic integrity.

Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Academic Honesty Policy. Without regard to motive, student conduct that is academically dishonest, evidences lack of academic integrity or trustworthiness, or unfairly impinges upon the rights and privileges of others is prohibited. See the following web page for additional information; http://www.seattleu.edu/registrar/page.aspx?ID=87

STUDENT SUPPORT

A recent American College Health Survey found stress, sleep problems, anxiety, depression, interpersonal concerns, death of a significant other and alcohol use among the top ten health impediments to academic performance. Students experiencing personal problems or situational crises during the quarter are encouraged to contact the Seattle University's Counseling and Psychological Services (CAPS) [(206)-296-6090;

http://www.seattleu.edu/student/counsel/index.asp] for assistance, support and advocacy. This service is free and confidential.

"Students with documented disabilities that affect their ability to participate fully in the course or who require special accommodations are encouraged to speak with the instructor so that appropriate accommodations can be arranged."

The Disability Services Office can be accessed by this url:

http://www.seattleu.edu/sas/DisabilityServices/default.
aspx?id=28360