

# AD079 Sport Media and Public Relations

## Course Overview

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An analysis of the role of public relations and mass media in sports communication. Hands-on training in the tools and technology of sports PR is combined with an examination of the public's relationship with athletes and sports. This course explores the progressive techniques and activities used to promote sporting events. Discussion topics include brand awareness, media management, message recall, and the examination of four news mediums: television, internet, print, and radio. It will incorporate and reinforce the skills/concepts that you have learned throughout the year, while increasing your knowledge and perspective on the world of sports media and PR.

## Course Objectives

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To provide students with a big picture view of the sports media industry and to help provide analytical skills, knowledge and concepts on a variety of different sectors for better understanding of sports PR.

## Methodology

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The learning experience is based on a range of teaching methods that seek to foster your understanding of the communication loop and the development of your communication skills. A hands-on approach is crucial throughout the course with out-of-class readings, assignments and exercises; teamwork activities, assignments and exercises; individual and group presentations; in class activities, exercises and discussions.

## Competencies

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This course will enable students to develop skills in the following areas:

- Critical Thinking.
- Basic theoretical knowledge of the subject.
- Problem-solving skills.
- Teamwork.
- Intrapersonal knowledge and development.
- Interpersonal skills.
- Creativity.
- A search for quality excellence.
- Self-Motivation.
- Generative learning.

## Learning Outcomes

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By the end of this course, students should be able to have achieved the objectives set up for this course and have developed the competencies listed above.

## Readings

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Individual case studies and other supplemental readings will be provided to students prior to each session of class. The core text for the first part of the course is:

Newman, T et al (2013) Social Media in Sport Marketing, Holcomb Hathaway Publishers, Arizona.

## Continuous Assessment

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### REQUIREMENTS, EXPECTATIONS AND ASSESSMENT

As the organization of this class is based on the participation and practice, I expect you to treat this course like you would a job. As a main manager of this class I assume that people I am working with are professional, hard working and intelligent who are capable to respect the rules of this job and the rest of the people in the company.

**3 PILLARS: PUNCTUALITY** (respect for your time and that of others!) and active **PARTICIPATION** (of highest quality and building on the comments of your classmates) are two essential requirements for this course. **ATTENDANCE** is also compulsory.

Additionally, we expect from you:

- **Be punctual.** Come to class on time. No excuses are allowed. Late arrivals disrupt the flow of the class. Anyone who arrives 5 minutes later than the starting of the session won't be allowed to enter the class.
- **Attendance.** It's compulsory to attend. You cannot miss classes. The course is based on continuous participation, cases and examples will be developed during several classes, if you miss one class you will lose out. If you have more than three absences for semester you will not reach the minimum final grade to pass this course. Special situations will be discussed one by one if necessary.
- **Participate.** Class participation is a must for the final grade. Nevertheless, it's key to prepare out of class readings, exercises, activities or other material as requested. You will be assessed on the quality of your comments and the feedback provided to classmates.
- **Meet deadlines.** Meet due dates. Assignments, exercises, presentations and activities delivered out of time will be considered as not presented and you will be graded with 0 points.
- **Demonstrate academic integrity in all of your work.** Cheating in any form on assignments, exercises or exams will be automatically considered in the final grade as 0 points. You are the responsible for your work; we will not accept any excuses.
- **Cell phones & Laptops policy.** Cell phones are not allowed during class, unless related to a class activity. Laptops are only allowed for note taking and class activities. If the professor believes that someone in class is using the laptop for other purposes all laptops in class will be turned off.
- In most organizations, employees are required to submit reports or other documents, which will prove in a way their competence to be promoted. Likewise, students to have the chance to be promoted with this subject, it is mandatory that they comply with the coursework policy (minimum of 35%) and sit the exam. It is necessary that you meet a minimum of 25% in the exam.
- **Retake.** It consists of a written exam, an oral presentation prepared in advance, and a set of exercises and activities to be submitted. As part of the presentation, you will provide a

full content preparation outline at the time scheduled.

## EVALUATION

The Course grade will be based on the following point breakdown:

- 30% Quality participation, attitude, daily in & out-of-class effort, rich feedback provided & proof of readings assigned.
- 30% In & out-of-class exercises, activities.
- 40% Final Exam

## Agenda Sessions and Course Syllabus

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### AGENDA FOR THE SESSIONS:

Below you can find a tentative schedule, subject to change if needed. I believe that activity and reflection are important parts of the learning process. Therefore, every single session you will be provided with readings, take-home exercises or activities or an assignment for the following session.

Week 1 Introduction to the Course

Week 2 PR and controlling the message

Week 3 Team Media Relations

Week 4 Managing a PR disaster

Week 5 PR and Media for Individual Athletes

Week 6 Sports Reporting

Week 7 Sports Television

Week 8 Athletes and media training

Week 9 MIDTERMS - there will be no midterm

Week 10 Events and Sports PR and Media

Week 11 Social Media and its Effect on Sports Media

Week 12 Careers in Sports PR and Media

Week 13 Off site Visit

Week 14 Off site visit

Week 15 Wrap up and Overview

Week 16 Review and Final Presentations

## Observations

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**ABOUT THE PROFESSOR:**

A San Francisco native, Professor Aarthi Rajaraman has been based in Barcelona since 2005 and previously lived and worked in New York City, Los Angeles and Washington, D.C. She is an experienced sports television producer, having worked at HBO Sports, Fox, Tennis Channel, CBS and ESPN. Prior and current experiences include: feature and ENG producing, live events (Australia, Paris, London, NY) and online and print experience (Slam magazine online and Vanity Fair).

She has been involved in the academic side of sport since 2006, working at IESE (Universidad de Navarra) and European University, teaching Sports Marketing and other subjects.