TCSM1-UC 2500G
Sports Media Strategies
Fall 2019

Instructor Information
- TBA
- Consultation by appointment

Course Information
- Pre-Requisite: None
- Thursdays: 9:00am – 12:00pm

This course will provide an in depth examination of the different channels of media distribution necessary to adequately market and promote sports activities in Australia. Topics to be covered include: broadcast distribution of sports properties via rights fee as compared to time buy in all forms of traditional and digital media; the value of local, regional and international endorsements; using media distribution for direct marketing or indirect public relations; the impact of new technology on sports media strategy formulation; and legal ramifications of defamation, false light and unfair use of proprietary material.

This course will consist of discussions, interspersed with guest speakers from across sports media. Each discussion will include topical issues and case studies that demonstrate the ever-changing nature of the industry. Students will be expected to read sports/business news related outlets and engage in discussions about current news and events, trends and issues. The professor will distribute noteworthy stories in class and via email. Each week, students will choose a story that grabs their attention and share with the class. Students will hear from professionals to gain first-hand insights and advice. Throughout, the class will be required to complete a mix of reading assignments and written briefs. There will be a mid-term assignment and a final paper and presentation.
Course Materials

Required Textbooks & Materials

- Textbook title

It is a course expectation that you have done the required reading and have prepared sufficiently to discuss them in class.

These reading texts and additional reading materials will be uploaded on NYU classes.

Course Overview and Goals

Upon Completion of this Course, students will be able to:

- Understand the different channels of media distribution necessary to adequately market and promote sports activities.
- Identify the different distribution channels necessary to adequately market and promote sports businesses.
- Identify how to use media distribution for direct marketing or indirect public relations.
- Identify the legal issues that can arise in the context of media rights and distribution agreements, and risk management issues related to content.

Course Requirements

Reading Based Exercises and In-class Discussion

Each week, students will choose a story that grabs their attention and share with the class.

Opinion Briefs

There will be four briefs due throughout the semester. Students will be assigned to write an opinion brief (3-4 paragraphs) around a pre-determined topic. Students will express their own viewpoints based on research and actual experience around how the trend/issue will affect the media landscape now and in the future.

Trend Analysis Midterm Paper

Students will be assigned to write an analysis paper (5-6 pages) identifying and analysing a trend in the arena of sports media, providing evidence of its significance and describing its future implications.

Final Paper and Presentation

The final paper will be an analysis-based “Influencers & Game Changers” paper (6-8 pages) about an individual/s who changed the way people perceive the Australian sports media business. The paper is intended to let students consider the qualities that contributed to the subject’s performance and results. Each student will select a subject to research and analyze. Next, each student is to obtain subject matter approval from the instructor. From
there, the student will read a minimum of three (3) substantive articles or books about the subject and prepare a presentation that incorporates answers to the following questions:

1. What is interesting about this individual?
2. What are the strengths, limitations, characteristics, and behaviors that led this individual to achieve what he or she did?
3. Why are these important and in what context are they relevant?
4. What is the most difficult challenge that the individual faced in accomplishing results?

The paper should aim to answer at least the above questions in a comprehensive, thoughtful reflection that values a broader context. It is important to bear in mind that this project is an opportunity for each student to demonstrate an understanding and integration of appropriate principles and concepts from course texts, assigned articles, class discussion, and outside reading. Each student should prepare to give a brief 5 min. presentation about the analysis during a class meeting following submission of the assignment. The presentation will discuss how the analysis reinforced or changed one’s insight about the selected individual, and how his or her behaviors reinforce or contradict discussions about the sports media industry. Details about the presentation will be discussed in class in advance of that date.

**Grading of Assignments**

The grade for this course will be determined according to the following formula:

<table>
<thead>
<tr>
<th>Assignments/Activities</th>
<th>% of Final Grade</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading-Based Exercises and In-class Discussion</td>
<td>20%</td>
<td>Weeks 1-15</td>
</tr>
<tr>
<td>Opinion Briefs (four at 5% each)</td>
<td>20%</td>
<td>Brief 1: (Week 4)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Brief 2: (Week 9)</td>
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<td></td>
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<td>Brief 3: (Week 12)</td>
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<tr>
<td></td>
<td></td>
<td>Brief 4: (Week 15)</td>
</tr>
<tr>
<td>Trend Analysis Midterm Paper</td>
<td>25%</td>
<td>(Week 8)</td>
</tr>
<tr>
<td>Final Paper and Presentation</td>
<td>35%</td>
<td>(Week 15)</td>
</tr>
</tbody>
</table>

For this course, your total numerical score, calculated from the components listed above, is converted to a letter grade without rounding.

Extra credit: Site policy does not allow grading of work outside of the assignments included in the syllabus. The final grade will only be calculated from the assessment components listed here and no other work, whether additional or substituted, is permitted.

Failure to submit or fulfill any required course component results in failure of the class.

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## Letter Grades

Letter grades for the entire course will be assigned as follows:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Explanation of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Excellent performance showing a thorough knowledge and understanding of the topics of the course; all work includes clear, logical explanations, insight, and original thought and reasoning.</td>
</tr>
<tr>
<td>B</td>
<td>Good performance with general knowledge and understanding of the topics; all work includes general analysis and coherent explanations showing some independent reasoning, reading and research.</td>
</tr>
<tr>
<td>C</td>
<td>Satisfactory performance with some broad explanation and reasoning; the work will typically demonstrate an understanding of the course on a basic level.</td>
</tr>
<tr>
<td>D</td>
<td>Passable performance showing a general and superficial understanding of the course’s topics; work lacks satisfactory insight, analysis or reasoned explanations.</td>
</tr>
<tr>
<td>F</td>
<td>Unsatisfactory performance in all assessed criteria. Work is unfinished or unsubmitted.</td>
</tr>
</tbody>
</table>
Grade Conversions

For this course your total numerical score, calculated from the components listed above, correspond to the following letter grades:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94 to 100</td>
</tr>
<tr>
<td>A-</td>
<td>90 to &lt; 94</td>
</tr>
<tr>
<td>B+</td>
<td>87 to &lt; 90</td>
</tr>
<tr>
<td>B</td>
<td>84 to &lt; 87</td>
</tr>
<tr>
<td>B-</td>
<td>80 to &lt; 84</td>
</tr>
<tr>
<td>C+</td>
<td>77 to &lt; 80</td>
</tr>
<tr>
<td>C</td>
<td>74 to &lt; 77</td>
</tr>
<tr>
<td>C-</td>
<td>70 to &lt; 74</td>
</tr>
<tr>
<td>D+</td>
<td>67 to &lt; 70</td>
</tr>
<tr>
<td>D</td>
<td>65 to &lt; 67</td>
</tr>
<tr>
<td>F</td>
<td>0 to &lt; 65</td>
</tr>
</tbody>
</table>

Course Schedule

Week 1: 5-Sep-19
State of Australian sports media industry; a period of flux, as products and services evolve, and increased engagement opportunities make reaching fans more challenging than ever

Required Reading:
- Chapter 3 – History and growth of sport communication

Week 2: 12-Sep-19
How digital and mobile technologies are revolutionizing the sports consumer experience

Required readings:
- Chapter 8 – New Sport Media and Communication Channels
- Various articles assigned for reading and examination in class
Week 3: 19-Sep -19
Over the last decade, journalism and reporting have experienced substantial changes. One industry that has been profoundly impacted by these changes is the sports world.

Required readings:
- TBA

Week 4: 26-Sep -19
Watching sports is a whole new game; a look at traditional and non-traditional broadcast

Required readings:
- In-Depth: Kayo, dubbed the “Netflix of sports,” compare offerings, benefits and obstacles of other livestreaming services including Amazon Prime, Foxtel Now, Optus Sport, beIN

Week 5: 3-Oct-19
New online sports media companies aimed at connecting athletes directly to fans

Required readings:
- In-Depth: Australia’s sports media landscape could be set for major change with PlayersVoice and other athlete-driven media outlets
- Various articles assigned for reading and examination in class

Week 6: 10-Oct -19
FIELD TRIP - TBA

Required reading:
- TBA

Week 7: 14 – 20 Oct
SEMESTER BREAK – No Class
Week 8: 24-Oct -19
The 24/7 news cycle is obsolete – we are in a 360-degree, 3-D nonstop news cycle
Required readings:
- Various articles assigned for reading and examination in class

Week 9: 31-Oct -19
Building media strategy around new sports businesses
Required readings:
- In-Depth: A prospective Rugby World League and the implications on sports media, broadcast and fan-athlete experience
- Chapter 10: Public Relations and crisis communication in sport
- Various articles assigned for reading and examination in class

Week 10: 7-Nov-19
The growing impact of live social content on today’s sports culture
Required reading:
- In-Depth: Snap, Instagram and Facebook Sports role in promoting sports and events

Week 11: 14-Nov -19
The new wave of digital storytelling
Required reading:
- In-Depth: The Big Bash League – Twenty20 cricket league’s strategy to develop storytelling through the Ultimate Fighting Championship / WWE models
- Various articles assigned for reading and examination in class

Week 12: 21-Nov -19
Media and the challenge/responsibility of providing appropriate coverage to women’s sports
Required readings:
- In-Depth: Super Netball competition content and coverage analysis

Week 13: 28-Nov -19
The Rise of the NBA in Australia – sports media and fan engagement opportunity
Required readings:

- Chapter 12: Current sociological issues affecting sports media

Week 14: 5-Dec-19

The Future of Sports – broadcast, journalism, sport venues, athletes and fan experiences

Required readings:

- TBA

Course review; Final Paper discussion

Week 15: 12-Dec-19

Semester Takeaways

- Final Paper due and brief in-class presentation

Course Policies

Submission of Work

Assignments (excluding in-class presentations and exams) must be submitted electronically via NYU Classes. It is the student’s responsibility to confirm that the work has been successfully uploaded. In the unlikely event that a submission to Classes fails, students must immediately submit the work to the Academic Programs Coordinator via email before the original submission deadline accompanied by an explanation of the issue. All in-class presentations and exams must be completed during the scheduled class time. An assessment component is considered completed when the student has met all the terms for that assessment component as outlined by the instructor.

An assessment component completed after the deadline without an agreed extension receives a penalty of 2 points on the 100-point scale (for the assignment) for each day the work is late. Work completed beyond five weekdays after the due date without an agreed extension receives a mark of zero, and the student is not entitled to feedback for that piece of work. Because failure to submit or fulfill any required assessment component will result in failure of the course, it is crucial for students to complete every assignment even when it will receive a mark of zero.

Plagiarism Policy

The academic standards of New York University apply to all coursework at NYU Sydney. NYU Sydney policies are in accordance with New York University’s plagiarism policy. The presentation of another person’s words, ideas, judgment, images or data as though they...
were your own, whether intentionally or unintentionally, constitutes an act of plagiarism.

It is a serious academic offense to use the work of others (written, printed or in any other form) without acknowledgement. Cases of plagiarism are not dealt with by your instructor. They are referred to the Director, who will determine the appropriate penalty (up to and including failure in the course as a whole) taking into account the codes of conduct and academic standards for NYU’s various schools and colleges.

**Attendance Policy**

Study abroad at Global Academic Centres is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion-based seminars. Learning in such an environment depends on the active participation of all students. And since classes typically meet once or twice a week, even a single absence can cause a student to miss a significant portion of a course. To ensure the integrity of this academic experience, class attendance at the centres is mandatory, and unexcused absences will affect students' semester grades. The class roster will be marked at the beginning of class and anyone who arrives after this time will be considered absent. Students are responsible for making up any work missed due to absence.

For courses that meet once a week, one unexcused absence will be penalised by a two percent deduction from the student’s final course grade. For courses that meet two or more times a week, the same penalty will apply to two unexcused absences. Repeated absences in a course may result in failure.

Faculty cannot excuse an absence. Requests for absences to be excused must be directed to the Academic Programs Coordinator. Students must provide appropriate documentation for their absence. In the case of illness, students must contact the Academic Programs Coordinator on the day of absence. They must provide medical documentation to the Academic Programs Coordinator within three days of the absence in order to be medically excused. The note must be obtained from a medical professional licensed to practise in Australia. The note must include a medical judgement indicating that the student was unfit to attend class/work on the specific day or dates of the absence. Faculty will be informed of excused absences by the Academic Programs Coordinator.

**Religious Observance**

Students observing a religious holiday during regularly scheduled class time are entitled to miss class without any penalty to their grade. This is for the holiday only and does not include the days of travel that may come before and/or after the holiday. Students must notify their professor and the Academic Programs Coordinator in writing via email one week in advance before being absent for this purpose.

**Classroom Expectations**

This is a seminar subject and requires the active participation of all students. It also requires engaged discussion, including listening to and respecting other points of view. Your behaviour in class should respect your classmates’ desire to learn. It is important for you to focus your full attention on the class, for the entire class period. In all classes we expect that students will follow the common classroom expectations outlined here in order to support constructive and effective classroom experience.

- Arrive to class on time.
• Once you are in class, you are expected to stay until class ends. Leaving to make or take phone calls, to meet with classmates, or to go to an interview, is not acceptable behaviour.

• Phones, digital music players, and any other communications or sound devices are not to be used during class. That means no phone calls, no texting, no social media, no email, and no internet browsing at any time during class.

• Laptop computers and tablets are not to be used during class except in rare instances for specific class-related activity expressly approved by your instructor.

• The only material you should be reading in class is material assigned for that class. Reading anything else, such as newspapers or magazines, or doing work from another class, is not acceptable.

• Class may not be recorded in any fashion – audio, video, or otherwise – without permission in writing from the instructor.

• Be mindful of the space you take up in class and make space for others.

• Listen actively and be engaged and present when others are speaking.

• Do not use profanities in class discussion (they may still occasionally appear in course readings and assignments where considered appropriate)

• Criticise ideas, not people (groups and individuals).

• Use ‘I’ statements when giving opinions. Don't try to speak for any group with which you identify.

You will be advised if there are additions to these common procedures for participation in this class.

**Inclusion, Diversity, Belonging and Equity**

NYU is committed to building a culture that respects and embraces diversity, inclusion, and equity, believing that these values – in all their facets – are, as President Andrew Hamilton has said, “…not only important to cherish for their own sake, but because they are also vital for advancing knowledge, sparking innovation, and creating sustainable communities.” At NYU Sydney we are committed to creating a learning environment that:

• fosters intellectual inquiry, research, and artistic practices that respectfully and rigorously take account of a wide range of opinions, perspectives, and experiences; and

• promotes an inclusive community in which diversity is valued and every member feels they have a rightful place, is welcome and respected, and is supported in their endeavours.

**Provisions to Students with Disabilities**

Students with disabilities who believe that they may need accommodations in a class are encouraged to contact the Moses Centre for Students with Disabilities at (212) 998-4980 or mosescsd@nyu.edu as soon as possible to better ensure that such accommodations are implemented in a timely fashion.
Instructor Bio

TBA