

Term Information

Effective Term Autumn 2018

General Information

Course Bulletin Listing/Subject Area Communication
Fiscal Unit/Academic Org School Of Communication - D0744
College/Academic Group Arts and Sciences
Level/Career Undergraduate
Course Number/Catalog 3415
Course Title Sports, Culture and the Media
Transcript Abbreviation Sprt Culture Media
Course Description This course will examine the intersection of sports, culture, and the media, by exploring historical and current issues in sports that shape our ideas, perspectives, and assumptions about U.S. culture.
Semester Credit Hours/Units Fixed: 3

Offering Information

Length Of Course 14 Week, 12 Week, 8 Week, 7 Week, 6 Week
Flexibly Scheduled Course Never
Does any section of this course have a distance education component? No
Grading Basis Letter Grade
Repeatable No
Course Components Lecture
Grade Roster Component Lecture
Credit Available by Exam No
Admission Condition Course No
Off Campus Never
Campus of Offering Columbus

Prerequisites and Exclusions

Prerequisites/Corequisites
Exclusions
Electronically Enforced No

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code 09.0906
Subsidy Level Baccalaureate Course
Intended Rank Freshman, Sophomore, Junior, Senior

Requirement/Elective Designation

The course is an elective (for this or other units) or is a service course for other units

Course Details

Course goals or learning objectives/outcomes

- Identify and understand how U.S culture both shapes and is shaped by sports and the media
- Understand and describe the increasing influence of sport in American society
- Identify and understand societal issues present in sports, and evaluate how these issues impact the way we understand sports and the world around us
- Engage in mediated interactions (via readings, videos, social media) with cultural outgroups that may lead to greater understanding of and empathy for other cultural groups
- Identify and assess ethical issues associated with sports and the media

Content Topic List

- The role of Communication and the Media
- Racial and social justice in Sports
- Gender inequity in Sports
- Body image and Sports Media exposure
- Domestic abuse in Sports
- LGBTQ and sexuality in Sports and Media
- Physical and mental health in Sports
- Sports culture, marketing and branding
- Social Media and Sports
- Ethics and social responsibility

Sought Concurrence

No

Attachments

- 3415 Sports Culture and Media.docx: Proposed Course Syllabus
(Syllabus. Owner: Butte, Kylie M.)
- Communication Curriculum Map updated Jan 2018.docx: Communication curriculum map
(Other Supporting Documentation. Owner: Butte, Kylie M.)

Comments

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Butte, Kylie M.	01/17/2018 11:28 AM	Submitted for Approval
Approved	Slater, Michael D	01/17/2018 01:29 PM	Unit Approval
Approved	Haddad, Deborah Moore	01/17/2018 02:22 PM	College Approval
Pending Approval	Vankeerbergen, Bernadette Chantal Oldroyd, Shelby Quinn Hanlin, Deborah Kay Jenkins, Mary Ellen Bigler Nolen, Dawn	01/17/2018 02:22 PM	ASCCAO Approval

SPORTS, CULTURE & THE MEDIA

COMM 3415

Instructor Osei Appiah, Ph.D.
appiah.2@osu.edu

Office: 3050 Derby Hall, 614-247-7724
Office Hours: TTH 10:00 PM – 12:00 PM

REQUIRED READINGS

Required readings are available on Carmen. Please read the assigned materials before each class meeting. The class lectures will generally interpret, demonstrate, and extend the information and ideas in the readings.

COURSE DESCRIPTION

Sports communication is a growing area of study within the communication discipline, as scholars recognize the media play an increasingly important role in conveying and shaping the culture around sports. This course will examine the intersection of sports, culture, and the media, by exploring historical and current issues in sports that shape our ideas, perspectives, and assumptions about U.S. culture. The purpose of the course is to better understand sports' impact on society, as well as the role sports media play as a vehicle to report on and communicate about important societal and cultural issues.

COURSE OUTCOMES AND OBJECTIVES

1. Identify and understand how U.S culture both shapes and is shaped by sports and the media
2. Understand and describe the increasing influence of sport in American society
3. Identify and understand societal issues present in sports, and evaluate how these issues impact the way we understand sports and the world around us
4. Engage in mediated interactions (via readings, videos, social media) with cultural outgroups that may lead to greater understanding of and empathy for other cultural groups
5. Identify and assess ethical issues associated with sports and the media.

CLASS GRADING/REQUIREMENTS

1. **Midterm** (25%) will consist of multiple choice and short answer questions
2. **Weekly Blog Post** (25%) will consist of weekly posts by students about course readings and topics
3. **Video Project** (25%) where students create a short 15 minute documentary similar to and inspired by the 30 for 30 documentary series on ESPN, which highlights intriguing and controversial people and/or events in sports. This video project will focus on a specific issue from the course.
4. **Paper** (25%) addressing a specific sports, communication, and culture topic. The paper should be 6 double-spaced pages and include at least 5 different references from the course syllabus. Paper should be based primarily from book chapters, articles, and lectures from the class. Theories, literature, and other information from the course must be used to support paper arguments! APA Style format.

Approximate Grade Breakdown			
A = 100–93%	B = 86–83%	C = 76–73%	D = 66–63%
A- = 92–90%	B- = 82–80%	C- = 72–70%	D- = 62–60%
B+ = 89–87%	C+ = 79–77%	D+ = 69–67%	F = 59–0%

COURSE EXPECTATIONS & GUIDELINES

1. Students must respect the instructor and other students at all times. Any disruptive behavior will not be tolerated.
2. There will be no make-up exams unless in extreme circumstances and/or previously discussed with the instructor prior to the exam
3. Attendance and active class participation are crucial requirements for this course. Students must be prepared for class by reading and critically examining the required material.
4. All students are encouraged to *participate in class* discussion, as well as any in-class assignments. The goal of this requirement is to make each class session a lively, stimulating, and intellectually rewarding learning venture for everyone. To a substantial extent, the benefits derived from this course are facilitated by students’ willingness to expose their viewpoints to the scrutiny of the professor and their peers.
5. Please feel free to express differing opinions and perspectives. But, you are expected to be respectful and consider perspectives different from your own.

Academic Misconduct:

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/resource_csc.asp).

Special Accommodations:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 090 Baker Hall to coordinate reasonable accommodations for students with documented disabilities.

Religious Holidays:

Students who will be observing a religious holiday on a class date or assignment due date must provide date/event written notification to the instructor within the first two weeks of the quarter so that alternative arrangements can be made.

Diversity:

This classroom is a place where you will be treated with respect, and I welcome individuals of all ages, backgrounds, beliefs, ethnicities, genders, gender identities, gender expressions, national origins, religious affiliations, sexual orientations, ability – and other visible and nonvisible differences. All members of this class are expected to contribute to a respectful, welcoming and inclusive environment for every other member of the class

COURSE SCHEDULE	
DATES	TOPICS AND ASSIGNMENTS
Week 1	I. Introduction, Overview of Course and Syllabus
Week 2	<p>II. The Role of Communication and the Media</p> <p>Scheufele, D. A. (1999). Framing as a theory of media effects. <i>Journal of Communication</i>, 49(1), 103-122.</p> <p>Tankard, J. (2001). The empirical approach to the study of media framing. In S. Reese, O. Gandy, & A. Grant (Eds.), <i>Framing public life</i> (pp. 95–106). Mahwah, NJ: Erlbaum.</p> <p>Rowe, D. (2004). Understanding sport and media: A Socio-historical Approach, pp. 11 – 35 (Rowe). In D. Rowe’s <i>Sport, Culture, & Media: The Unruly Trinity</i>. Berkshire, England: McGraw-Hill</p> <p>Stead, D. (2010). Sport and the media. In B. Houlihan (Ed.), <i>Sport and society: A student introduction</i> (pp. 328-347). London: SAGE Publications Ltd.</p> <p>Fridkin, K., Wintersieck, A., Courey, J., & Thompson, J. (2017). Race and police brutality: The importance of media framing. <i>International Journal of Communication</i>, 11, 3394-3414.</p>
Week 3	<p>III. Racial and Social Justice in Sports</p> <p>Van Sterkenburg, J., Knoppers, A., & De Leeuw, S. (2010). Race, ethnicity, and content analysis of the sports media: A critical reflection. <i>Media, Culture & Society</i>, 32(5), 819-839.</p> <p>Eastman, T. S., Billings, C. A. (2001). Biased voices of sports: Racial and gender stereotyping in college basketball announcing. <i>The Howard Journal of Communications</i>, 12. 183-201.</p> <p>Reyna, A. (2011). Sports media and race: The impact on America. <i>Texas Review of Entertainment & Sports Law</i>, 12 (2), 256-257.</p> <p>Oates, T. P. (2016). Race, economics, and the shifting politics of sport media. <i>Radical History Review</i>, (125), 159-167.</p> <p>Carvalho, J. (2014, October 03). Sports media is still racist against black athletes. <i>Vice Sports</i>. Retrieved November 07, 2017, from https://sports.vice.com/en_us/article/4x987d/sports-media-is-still-racist-against-black-athletes</p> <p>Finney, K. (2013, August 04). How do issues of race play out in sports and pop culture? <i>MSNBC</i>. Retrieved November 07, 2017, from http://www.msnbc.com/disrupt/watch/how-do-issues-of-race-play-out-in-sports-and-pop-culture-40193091904</p>

<p>Week 4</p>	<p>Breaking Sports. (2016, Oct 11). A Conversation with the president: Sports, race & achievement. <i>Breaking Sports</i> Retrieved November 07, 2017, from https://www.youtube.com/watch?v=tqldHEYn1H4</p> <p style="text-align: center;">IV. Racial and Social Justice in Sports (Cont.)</p> <p>O'Brien, J. (2014, August 14). <i>Social justice through sport. TEDx Talks Dubuque</i>. Retrieved November 07, 2017, from https://www.youtube.com/watch?v=53z3hsMIOA8</p> <p>Fox Sports. (2017, September 06). Colin Kaepernick is playing the martyr - Jason Whitlock explains. <i>Fox Sports</i>. Retrieved November 07, 2017, from https://www.foxsports.com/watch/speak-for-yourself/video/1040779331705</p> <p>Johnson, A. (2017). Opinion shifts in favor of athletes' anthem protests in new poll. <i>NBC News</i>. Retrieved November 15, 2017, from https://www.nbcnews.com/news/us-news/opinion-shifts-favor-athletes-anthem-protests-new-poll-n814506</p> <p>Piquero, A. R., Piquero, N., L., & Intravia, J. (2017, November 10). Opinions about NFL Anthem Protests are divided down racial lines. <i>Dallas Morning News</i>. Retrieved November 15, 2017, from https://www.dallasnews.com/opinion/commentary/2017/11/13/opinions-nfl-anthem-protests-divided-racial-lines.</p> <p>Maravent, A. B. (2006). Is the Rooney Rule affirmative action? Analyzing the NFL's mandate to its clubs regarding coaching and front office hires. <i>Sports Lawyers Journal</i>, 13. 234-269.</p> <p>Bimper Jr, A. Y., & Harrison Jr, L. (2017). Are we committed to issues of race? Institutional integrity across intercollegiate athletics. <i>International Review For The Sociology Of Sport</i>, 52(6), 675-692.</p>
<p>Week 5</p>	<p style="text-align: center;">V. Gender Inequity in Sports</p> <p>Mastro, D., Seate, A. A., Blecha, E., & Gallegos, M. (2012). The Wide World of Sports reporting: The influence of gender and race-based expectations on evaluations of sports reporters. <i>Journalism & Mass Communication Quarterly</i>, 89 (3), 458-474.</p> <p>Trolan, E. J. (2013). The Impact of the media on gender inequality within sport. <i>Procedia - Social and Behavioral Sciences</i>, 91, 215-227.</p> <p>Kroh, K. (2015, June 12). Sports Center's shameful coverage of women's sports, <i>ThinkProgress</i>, Jun 12, 2015. https://thinkprogress.org/sportscenters-shameful-coverage-of-women-s-sports-44f532355497/</p> <p>Walters, J. (2016, April 1). Taking a closer look at the gender pay gap in sports. <i>Newsweek</i>, April 1, 2016. Retrieved November 15, 2017 from http://www.newsweek.com/womens-soccer-suit-underscores-sports-gender-pay-gap-443137</p> <p>Goldman, M. (2015, July 10). <i>How to fix gender pay inequality in sports</i>. Retrieved November 07, 2017, from https://www.youtube.com/watch?v=JStn12yz980</p>

	<p>TEDx Talks. (2014, Jan 31). <i>You throw like a girl! Telling stories about women in sport: Jos Dirx at TEDxCapeTownWomen</i>. Retrieved November 07, 2017, from https://www.youtube.com/watch?v=NY8RLLbD_8g</p> <p>CBS. (2011, April 03). <i>Sports gender inequity at high schools, colleges</i>. Retrieved November 07, 2017, from https://www.youtube.com/watch?v=NhQ-zKQJ-Rs</p> <p>Slayton, C. (2017)]. <i>Gender Inequality in Sports</i>. Retrieved November 07, 2017. https://www.likeapro.com/stories/ciara-slayton-on-gender-inequality-in-sports</p>
Week 6	VI. Midterm Review and Midterm Exam
Week 7	<p style="text-align: center;">VII. Body Image and Sports Media Exposure</p> <p>Bissell, K. L. & Zhou, P. (2004). Must-see TV or ESPN: Entertainment and sports media exposure and body-image distortion in college women. <i>Journal of Communication</i>, 54(1), 5-21.</p> <p>Harrison, K. & Fredrickson, B. L. (2003). Women’s sports media, self-objectification and mental health in Black and White adolescent females. <i>Journal of Communication</i>, 53(2), 216-232.</p> <p>Introduce Assignment #1: 30 for 30 Video Project</p> <p style="text-align: center;">VIII. Domestic Abuse in Sports</p> <p>Hairopoulos, K. (2017, August 18). Putting all the pieces of the Ezekiel Elliot domestic violence investigation together. <i>Sports Day</i>. Retrieved November 17, 2017 from https://sportsday.dallasnews.com/dallas-cowboys/cowboys/2017/08/18/putting-pieces-together-ezekiel-elliott-domestic-violence-investigation</p> <p>Fainaru-Wada, M. (2015, October 2). Documents reveal new details about Hope Solo's actions last June. ESPN. Retrieved November 1 2017 from http://www.espn.com/espn/otl/story/_/id/12976615/detailed-look-hope-solo-domestic-violence-case-includes-reports-being-belligerent-jail</p> <p>Phillips, C. J. (2017, June) Ray Rice is still the face of domestic violence for the NFL. <i>New York Daily News</i>, Retrieved September 9, 2017 from http://www.nydailynews.com/sports/football/ray-rice-face-domestic-violence-nfl-article-1.3223637</p>
Week 8	<p style="text-align: center;">IX. LGTBQ and Sexuality in Sports and Media</p> <p>Anderson, E. (2011). Updating the outcome: Gay athletes, straight teams, and coming out in educationally based sport teams. <i>Gender & Society</i>, 25 (2), 250-268.</p> <p>Kian, M. E., Anderson, E., Shipka, D. (2015). Framing of Jason Collins’ coming out and playing in the NBA. <i>Sexualities</i>, 18 (%), 618-640.</p>

	<p>Mazzie, A. L. (2014). Michael Sam and the NFL locker room: How masculinities theory explains the way we view gay athletes. <i>Sports Law: Marquette University</i>, 1 (25), 129-162.</p> <p>Deitch, R. (2017, June 25). LGBTQ media members discuss their experiences, future, Ryan O’Callaghan and more. <i>Sports Illustrated</i>. Retrieved November 07, 2017, from https://www.si.com/tech-media/2017/06/25/media-roundtable-sports-lgbtq-ryan-ocallaghan.</p> <p>Steele, M. (2017). NWHL player Harrison Browne comes out as a transgender man. <i>ESPN</i> Retrieved November 07, 2017, from http://www.espn.com/espnw/sports/article/17727834/nwhl-player-harrison-browne-comes-transgender-man</p> <p style="text-align: center;">X. LGTBQ and Sexuality in Sports and Media (Cont.)</p> <p>Jackson-Gibson, A. (2017). Do trans athletes have an unfair advantage in sports? <i>Excelle Sports</i>. Retrieved September 15, 2017, from http://www.excellesports.com/news/trans-athletes-unfair-advantage-sports/</p> <p>Cacciola, S. & Blinder, A. (2016, July 21). N.B.A. to Move All-Star Game From North Carolina. <i>New York Times</i>. Retrieved September 25, 2017 from https://www.nytimes.com/2016/07/22/sports/basketball/nba-all-star-game-moves-charlotte-transgender-bathroom-law.html?mcubz=3</p> <p>Associated Press. (2016, January 24). IOC rules transgender athletes can take part in Olympics without surgery. <i>The Guardian</i>. Retrieved October 21 from https://www.theguardian.com/sport/2016/jan/25/ioc-rules-transgender-athletes-can-take-part-in-olympics-without-surgery</p> <p>Video: <i>Openly Gay former NFL player talks homophobia in sports</i>. Retrieved November 07, 2017, from http://www.cnn.com/videos/us/2015/05/17/segment-riddell-homophobia-sports.cnn/video/playlists/lgbt-athletes/</p> <p>Video: Transgender Volleyball Players' Path to an NCAA Women's Team- VIDEO https://www.youtube.com/watch?v=znLUIqzNp98&vl=en</p>
<p>Week 10</p>	<p style="text-align: center;">XI. Physical and Mental Health in Sports</p> <p>Guay, L. J., Lebetore, M. B., Main, M. J. (2016). The era of sport concussion: Evolution of knowledge, practice, and the role of psychology. <i>American Psychologist</i>, 71 (9). 875-887.</p> <p>Cusimano, D. M., Sharma, B., Lawrence, W. D., Illie, G., Silverberg, S. & Jones, R. (2013). Trends in North American Newspaper Reporting of Brain Injury in Ice Hockey. <i>PLoS ONE</i>, 8 (4). 1-6.</p> <p>Associated Press. (2017, July 25). Study: CTE affects football players at all levels. Retrieved November 07, 2017, from https://www.youtube.com/watch?v=ovzQKnLXH6A</p> <p>Video: <i>Concussion</i></p>

Week 11

XII. Physical and Mental Health in Sports

Cottler, L. B., Abdallah, A. B., Cummings, S. M., Barr, J., Banks, R., & Forchheimer, R. (2011). Injury, pain, and prescription opioid use among former National Football League (NFL) players. *Drug and Alcohol Dependence*, 116(1-3), 188-194.

Egbert, N., Miraldi, L. B., & Murniadi, K. (2014). Friends don't let friends suffer from depression: How threat, efficacy, knowledge, and empathy, relate to college students' intentions to intervene on behalf of a depressed friend. *Journal of Health Communication*, 19, 460-477.

Gleeson, S., & Brady, E. (2017, August 30). When athletes share their battles with mental illness. *USA Today*. Retrieved November 07, 2017, from <https://www.usatoday.com/story/sports/2017/08/30/michael-phelps-brandon-marshall-mental-health-battles-royce-white-jerry-west/596857001/>

Glock, A. (2017, October 3). When the game is over. Chamique Holdsclaw talks about depression and mental illness. *Sports Illustrated*. Retrieved October 25, 2017, from <http://www.espn.com/espnw/feature/20826369/espnw-former-wnba-great-chamique-holdsclaw-shattered-facades-reclaimed-purpose?addata=espn:frontpage>

Video: Gordon, J. (2017, October 10). *J.G.* The 26-year-old receiver details his struggles with drug abuse. *ESPN The Magazine*. Retrieved November 07, 2017, from <https://www.uninterrupted.com/watch/3VceYXfl/jg-josh-gordon>

Week 12

X. Sports Culture, Marketing and Branding

Knobloch-Westerwick, S., David, P., Eastin, M. S., Tamborini, R., & Greenwood, D. (2009). Sports spectators' suspense: Affect and uncertainty in sports entertainment. *Journal of Communication*, 59(), 750-767.

Pegoraro, A. L., Ayer, S. M., & O'Reilly, N. J. (2010). Consumer consumption and advertising through sport. *American Behavioral Scientist*, 53(10), 1454-1475.

McAllister, M. P. (2010). Hypercommercialism, televisuality, and the changing nature of college sports sponsorship. *American Behavioral Scientist*, 53(10), 1476-1491.

Buist, E., A. & Mason, D. S. (2010). Newspaper framing and stadium subsidization. *American Behavioral Scientist*, 53(10), 1492-1510.

Week 13

XI. Sports Culture, Marketing and Branding (Cont.)

SI Wire. (2016, May 17). LeBron, Nike deal may surpass \$1 billion. *Sports Illustrated*. Retrieved November 07, 2017, from <https://www.si.com/nba/2016/05/17/lebron-james-nike-deal-contract-one-billion>

Kane, Evander. (2010 Oct 28). Racism in NHL?: Atlanta Thrashers Accused of Marketing Solely on Basis of Race. *Bleacher Report*. Retrieved November 07, 2017, from <http://bleacherreport.com/articles/504617-racism-in-nhl-atlanta-thrashers-accused-of-marketing-solely-on-basis-of-race>

<p>Week 14</p>	<p>Kilgore, Adam. (2017, August 23). Racial conflict sells matches. Floyd Mayweather and Conor McGregor are its latest pitchmen. <i>Chicago Tribune</i>. Retrieved November 07, 2017, from http://www.chicagotribune.com/sports/breaking/ct-racial-conflict-sells-boxing-matches-20170823-story.html</p> <p>Fidelman, M. (2014, July 31). 8 lessons from sports marketing experts for brands and athletes resisting move to digital. <i>Forbes</i>. Retrieved November 07, 2017, from https://www.forbes.com/sites/markfidelman/2014/07/28/8-lessons-from-sports-marketing-experts-for-brands-and-athletes-resisting-move-to-digital/#788342c81d57</p> <p>Total Sportek. (2017, January 19). Biggest TV rights deals In sports history. <i>Total Sportek</i>. Retrieved November 07, 2017, from http://www.totalsportek.com/money/biggest-tv-deals-sports/</p> <p>Yukari, C. G. (2017, March 17). The NCAA Tournament is an enormous cash cow as revenue keeps skyrocketing. <i>Business Insider</i>. Retrieved November 07, 2017, from http://www.businessinsider.com/ncaa-tournament-makes-a-lot-of-money-2017-3</p> <p>Video: Swoosh: Inside Nike</p> <p style="text-align: center;">XI. Social Media and Sports</p> <p>Hutchins, B. (2011). The acceleration of media sport culture: Twitter, telepresence and online messaging. <i>Information, Communication & Society</i>, 14(2), 237-257.</p> <p>Lukach, J. P., Kornspan, A. S., Lee, S., & Duve, M. A. (2017). Examination of the relationship between fan identification and student utilization of social media in an NCAA Division I University. <i>Ohio Communication Journal</i>, 55, 84-95.</p> <p>Sanderson, J. & Gramlich, K. (2016). "You go girl!": Twitter and conversations about sport culture and gender. <i>Sociology of Sport Journal</i>, 33(2), 113-123.</p> <p>Dimengo, N. (2017, April 12). <i>10 Ways Social Media Ruined Sports</i>. Retrieved November 07, 2017, from http://bleacherreport.com/articles/2626562-10-times-social-media-ruined-sports</p> <p>Tsuji, A. (2017, October 15). Joel Embiid and Hassan Whiteside had the most hilarious fight on social media. <i>USA Today</i>. Retrieved November 07, 2017, from http://ftw.usatoday.com/2017/10/joel-embiid-hassan-whiteside-nba-preseason-social-media-fight-beef-twitter-instagram</p> <p>Gibbs, C., & Haynes, R. (2013). A Phenomenological Investigation Into How Twitter Has Changed the Nature of Sport Media Relations. <i>International Journal Of Sport Communication</i>, 6(4), 394-408.</p> <p>Final Paper Due Guest: Christine King, Brand Manager (Lead for Social Media), Abbot Nutrition Video: Chad Johnson, Former WR Cincinnati Bengals, first to utilize social media in sports</p>
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Week 15

XII. Ethics and Social Responsibility

Benson, P. (2017). Big football. Corporate social responsibility and the culture and color of inquiry in America's most popular sport. *Journal of Sport and Social Issues*, 41(4), 307-334.

Ramon-Vegas, X., Rojas-Torrijos, J. L. (2017). Mapping Media Accountability Instruments in Sports Journalism. *El profesional de la información*, 26 (2). 159-171.
<https://doi.org/10.3145/epi.2017.mar.02>.

Whysall, P. (2014). Reflections on ethics, sport and the consequences of professionalism. *Business Ethics: A European Review*, 23 (4). 416-429.

Cook, B. (2017, March 25). Using Sports To Get Out of Poverty Doesn't Work When You Have To Be Rich To Play. *Forbes*. Retrieved November 07, 2017, from <https://www.forbes.com/sites/bobcook/2017/03/25/using-sports-to-get-out-of-poverty-doesnt-work-when-you-have-to-be-rich-to-play/>

Grimmett-Norris, R. (2015). Roadblocks: Examining Title IX & The Fair Compensation of Division I Intercollegiate Student Athletes. *St. Louis University School of Law*. 435-463 Retrieved October 25, from http://law.slu.edu/sites/default/files/Journals/robert_grimmett-norris_article.pdf

Rappaport, D. (2017, November 02). What We Know About Each School Implicated in the FBI's College Basketball Investigation. *Sports Illustrated*. Retrieved November 07, 2017, from <https://www.si.com/college-basketball/2017/09/29/what-we-know-about-each-school-fbi-investigation>

Submit Video Project

Video: *The Ethics & Role of Sports in Our Society*
<https://www.youtube.com/watch?v=yvepYeqdgs8>

Communication

Curriculum map, indicating how program goals are accomplished via specific courses.

Program learning goals

Goal 1. Students are knowledgeable about the principles of communication within a social science framework and understand the role of communication in society.

Goal 2. Students are competent in practicing communication.

Goal 3. Students are sufficiently trained and prepared to get jobs in the field of communication.

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
Premajor			
1100	Basic		
1101	Basic		Basic
Research Methods			
3160(H), 3163, 3165		Intermediate	Advanced
Core Requirements			
<i>Strategic Comm</i>			
2321	Basic		
2331		Advanced	Intermediate
2367(H)	Basic	Intermediate	
3325	Intermediate	Intermediate	
4337			Advanced
<i>New Media & Comm Tech</i>			
2367(H)	Basic	Intermediate	
2540	Basic		
3545	Intermediate	Basic	
3554	Advanced		
<i>Comm Analysis & Practice</i>			
2110	Basic		
2367(H)	Basic	Intermediate	
3440		Intermediate	
3620	Basic	Basic	
Sub-Plan Electives			
<i>Strategic Comm (9 cr. Req.)</i>			
3330(H)		Intermediate	
3331		Advanced	Advanced
3333		Intermediate	
3334		Intermediate	
3345	Advanced		
3444	Advanced		Intermediate
3628	Advanced	Intermediate	
3668			Intermediate
4558		Advanced	Advanced
4737		Intermediate	Advanced
4820(H)	Advanced		Advanced

Goal 1: Comm Principles**Goal 2: Comm Practice****Goal 3: Career Preparation****Sub-Plan Electives***New Media & Comm Tech*

2511 (or outside Credit in Visual Design)	Intermediate	Intermediate	Basic
Other specialization (6 cr. Req.)			
3513	Intermediate		
4554	Intermediate	Intermediate	Intermediate
4557	Intermediate		Intermediate
4558		Advanced	Advanced
4665	Intermediate	Intermediate	
4738	Intermediate		Intermediate

Comm Analysis & Practice

N/A as CAP has elective clusters (see below)

Special Topic Electives*Strat Comm (3 cr. req.)*

2131	Intermediate	Advanced	Basic
2511	Intermediate	Intermediate	Basic
3332	Intermediate		Intermediate
3415	Basic	Intermediate	Intermediate
4190		Intermed/Advanced	Advanced
4191		Intermed/Advanced	Advanced
4445	Advanced		Intermediate
4554	Intermediate	Intermediate	Intermediate
4556	Advanced		Intermediate
4635	Advanced		Intermediate
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced

New Media & Comm Tech

(9 cr. from one track)

Track 1:

4191		Intermed/Advanced	Advanced
4511	Advanced	Advanced	Advanced
4555	Advanced	Advanced	
4557	Advanced	Advanced	Intermediate
4665	Intermediate	Intermediate	
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced
CS&E 2123		Advanced	Intermediate
Psych 3310	Intermediate		
Psych 3312	Intermediate	Intermediate	
Psych 5620			Intermediate

Goal 1: Comm Principles**Goal 2: Comm Practice****Goal 3: Career Preparation****Special Topic Electives***New Media & Comm Tech*

(9 cr. from one track)

Track 2:

3330(H)	Advanced	Intermediate	
3331	Advanced	Intermediate	
4191		Intermed/Advanced	Advanced
4556	Advanced	Advanced	Advanced
4557		Advanced	Advanced
4665	Intermediate	Intermediate	
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced
BusMHR 3100		Advanced	Intermediate
BusM&L 3150		Advanced	Intermediate
CS&E 2123		Advanced	Intermediate

Comm Analysis & Practice

(18 cr. req.)

3330(H)	Advanced	Intermediate	
3331	Advanced	Intermediate	
3332	Advanced		Intermediate
3402	Intermediate		
3404(H)	Advanced	Intermediate	Intermediate
3413	Intermediate		
3415	Basic	Intermediate	Intermediate
3466	Intermediate		
3624	Intermediate		
3628		Intermediate	Intermediate
3629	Intermediate	Intermediate	
3662		Intermediate	Intermediate
3667	Intermediate	Intermediate	
3668	Intermediate		
4240(H)		Basic	
4401	Intermediate		Basic
4445	Advanced	Intermediate	
4600		Intermediate	Intermediate
4635		Intermediate	Intermediate
4665	Intermediate	Intermediate	
4736		Intermediate	Intermediate
4737		Intermediate	Advanced
4738		Intermediate	Advanced
4814		Intermediate	Advanced
4820(H)		Intermediate	Advanced
4853.01		Intermediate	Advanced
4853.02		Intermediate	Advanced
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced