

Syllabus: Public Relations in Sports Organizations



SYLLABUS

- ≡ Objectives
- ≡ Skills
- ≡ Bibliography
- ≡ Criteria for participation and approval

TEMARIO

- ≡ Module 1. The Foundation of Sports Public Relations
- ≡ Module 2. The Changing Landscape: From a Sports-Information Model to an Active Communication Model
- ≡ Module 3. Sports Public Relations and Crisis Communication

Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

General objective

Public relations in sport organizations offers managers an understanding of the role of public relations in sports organizations and how to successfully manage communication with both internal and external stakeholders. The course's main objective is to provide managers with the skills and competencies to manage public relations and to develop strategy that will produce effective public relations practices, accounting for the shifts in participative culture via digital and social media.

Specific objective

1

Improving the ability to public relations function in sport organizations and capacity to identify potential public relations threats and identify appropriate crisis response strategies to be executed via traditional and social media to rectify these issues.

[CONTINUE](#)


Skills

The skills we hope you will develop throughout this course are:

General skills

- 1 Group and collaborative work: the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2 The capacity of analysis/reflection: the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3 Creativity and innovative, knowledge-based solutions: the capacity to find alternative solutions to existing problems based on formal knowledge.

Specific skills

- 1 Describe the value of public relations in sports organizations.
 - 2 Identify how sports organizations are becoming more active PR participants.
 - 3 Evaluate how sport organizations utilize crisis response strategies.
 - 4 Construct a document that assesses how the organization will handle PR issues via traditional and social media.
- 

CONTINUE

Bibliography

Benoit, W. L. (2006). President Bush's image repair efforts on Meet the Press: The complexities of defeasibility. *Journal of Applied Communication Research*, 34, 285-206.

Benoit, W. L. (1995). *Accounts, excuses, and apologies: A theory of image restoration strategies*. Albany, NY: State University of New York Press.

Connaughton, D., Spengler, J. O., & Bennett, G. (2001). Crisis management for physical-activity program. *Journal of Physical Education, Recreation & Dance*, 72, 27-29.

Coombs, W. T. (2006). The protective powers of crisis response strategies: Managing reputational assets during a crisis. *Journal of Promotion Management*, 12, 241-260.

Coombs, W. T. (2007). Crisis management and communications. Retrieved from <http://www.instituteforpr.org/crisis-management-and-communications>.

Coyle, S. (2014, May 19). PR Insider: 6 steps to create a comprehensive PR plan. Retrieved from <http://www.prnewsonline.com/comprehensive-pr-plan>.

Matera, F. R., & Artigue, R. I. (2000). *PR campaigns and techniques: Building bridges into the 21st century*. Boston: Allyn & Bacon.

Sanderson, J., Snyder, E., Hull, D., & Gramlich, K. (2015). Social media policies within NCAA member institutions: Evolving technology and its impact on policy. *Journal of Issues in Intercollegiate Athletics*, 8, 50-73.

Stoldt, G. C., Dittmore, S. W., & Branvold, S. E. (2006). *Sport public relations: Managing organizational communication*. Champaign, IL: Human Kinetics.

Stoldt, G. C., Miller, L. K., Ayres, T. D., & Comfort, P. G. (2000). Crisis management planning: A necessity for sport managers. *International Journal of Sport Management*, 1, 253-266.

Stoldt, G. C., Dittmore, S. W., & Branvold, S. E. (2006). *Sport public relations: Managing organizational communication*. Champaign, IL: Human Kinetics.

CONTINUE

Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

CONTINUE

Module 1. The Foundation of Sports Public Relations

Unit 1.1. Sports Public Relations Fundamentals

1.1.1 Elements of Sports Public Relations

1.1.2 Value of Sports Public Relations

1.1.3 Organizational Reputation

1.1.4 Managing Relationships

Unit 1.2. Sports Public Relations and Messaging

1.2.1 Managing Internal Messaging

1.2.2 Managing External Messaging

1.2.3 Media and Social Media Training

1.2.4 Developing and Evaluating Public Relations Plans

[CONTINUE](#)

Module 2. The Changing Landscape: From a Sports-Information Model to an Active Communication Model

Unit 2.1. Becoming Your Own PR Agency

2.1.1 Effectively Strategizing Public Relations Content

2.1.2 Creating Public Relations Content

2.1.3 Distributing Public Relations Content

2.1.4 Integrating Relational Partners

Unit 2.2. Managing Sports Public Relations

2.2.1 Evaluating and Adjusting in Sports Public Relations

2.2.2 Managing Media Relationships and Conflict

2.2.3 Learning from the Example of Others

2.2.4 Data Analytics and Resources to Manage Sport Public Relations

[CONTINUE](#)

Module 3. Sports Public Relations and Crisis Communication

Unit 3.1. Understanding Crisis Communication

3.1.1 Defining Crises

3.1.2 Need for Crisis Plans

3.1.3 Planning for Crises

3.1.4 Managing the Crisis Response Narrative

Unit 3.2. Crisis Response Strategies

3.2.1 Strategies for Crisis Communication

3.2.2 Selecting the Crisis Response Channel

3.2.3 Managing Relationships During Crises

3.2.4 Evaluating Crisis Response

[CONTINUE](#)

Module 4. Sports Public Relations and Social and Digital Media

Unit 4.1. Practicing Sports Public Relations with Social Media

4.1.1 Social Media and the Creation of Public Relations Issues

4.1.2 Social Media and the Active Audience

4.1.3 Social Media and Controlling and Shifting the Public Relations Narrative

4.1.4 Social Media and Going Silent

[CONTINUE](#)