



Revised 05/08/2009

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: COMM 390: Sports Communication

Initiating Unit or Individual: Sandy Alspach

Contact Person's Name: Sandy Alspach e-mail: alspachs@ferris.edu phone: 591-2779

Date or Term of Proposal Implementation: Spring 2011

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- X  Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program or Academic Unit Faculty		3/17/10	<u>9</u> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Head		3/17/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Dean		3/23/10	<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs		3/20/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

\* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

**To be completed by Academic Affairs**

\_\_\_\_\_  
 President (Date Approved)      \_\_\_\_\_  
 Board of Trustees (Date Approved)      \_\_\_\_\_  
 President's Council (Date Approved)

VPAA  
 MAR 25 2010  
 PROVOST

**1. Proposal Summary**

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

**The sports industry has become a major player in the national and world economy. Beyond the obvious competition events involving players, coaches and spectators, the industry requires many support personnel to administer, market, and broadcast events. At every level of involvement, appropriate and effective communication is required. This course offers students pursuing careers in the sports industry an opportunity to acquire knowledge and develop skills and attitudes for achieving competent 'sports communication'.**

**2. Summary of All Course Action Required\***

**a. Newly Created Courses to FSU:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
<b>COMM</b>	<b>390</b>	<b>Sports Communication</b>

**b. Courses to be Deleted From FSU Catalog:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**c. Existing Course(s) to be Modified:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**d. Addition of existing FSU courses to program**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**e. Removal of existing FSU courses from program**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**3. Summary of All Consultations**

<b>Form Sent (B or C)</b>	<b>Date Sent</b>	<b>Responding Dept.</b>	<b>Date Received &amp; by Whom</b>
<b>C</b>		<b>FLITE</b>	

**4. Will External Accreditation be Sought? (For new programs or certificates only)**

\_\_\_\_\_ Yes                          X     No

**If yes, name the organization involved with accreditation for this program.**

**5. Program Checksheets affected by this proposal.**

## FLITE SERVICES CONSULTATION FORM

To be completed by the liaison librarian and approved by the Dean of FLITE. All returned forms should be included in the proposal. **FLITE must respond within 20 calendar days of receipt of this form to insure that the form is included in the final proposal.**

**FAILURE TO RESPOND IS CONSIDERED AS SUPPORT OF THE CHANGE.**

**RE: Proposal Title: (New Course) COMM 390: Sports Communication**

**Projected number of students per year affected by proposed change: 32**

**Initiator(s): Sandy Alspach**

**Proposal Contact: Sandy Alspach Date Sent: 3/19/10**

**Department: Humanities Campus Address: Johnson Hall 127  
(Please print)**

**Liaison Librarian Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

**Dean of FLITE Signature: \_\_\_\_\_ Date Returned: \_\_\_\_\_**

Based upon our review on \_\_\_\_\_ (date), FLITE concludes that:

- Library resources to support the proposed curriculum change are currently available.
- Additional Library resources are needed but can be obtained from current funds.
- Support, but significant additional Library funds/resources are required in the amount of \$\_\_\_\_\_.
- Does not support the proposal for reasons listed below.

**Comment regarding the impact this proposal will have on library resources, collection development, programs, etc. Use additional pages if necessary.**

## NEW COURSE INFORMATION FORM

### Course Identification:

**Prefix:**            **Number**            **Title**  
**COMM**            **390**                    **Sports Communication**

### Course Description:

Students examine how participants in and observers of sports communicate. They analyze how the sports industry has evolved, maintains itself, and continues to grow as a cultural phenomenon. They analyze how sports organizations function through integration of athletes, manager, and audiences. This course features guest speakers from the sports industry.

### Course Outcomes and Assessment Plan:

<b>Outcome</b>	<b>Assessment Strategy</b>
Demonstrate understanding of the role of communication in the sports industry	Discussion of readings, writing short papers, examinations
Apply communication skills as they are valuable in the sports industry	Conduct interviews and interpret interview data, complete written and oral reports of a group project
Analyze critically how sports are integral to American culture	Write research-based critical essays

### Course Outline including Time Allocation:

Weeks 1-3            9 hrs.    Sports and Society  
 Weeks 4-5            6 hrs.    Athletes and Managers: Motivation, Coaching and Team Dynamics  
 Weeks 6-9            12 hrs.   Sports Organizations and Management: Risk Communication  
 Weeks 10-12        9 hrs.    Sports and Media  
 Weeks 13-15        9 hrs.    Sports and Audiences: Sports as Events

CREATE NEW COURSE  
Course Data Entry Form

FORM F

Create New Course  
Rev. 07/23/07

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 20111 Examples: 200801(Spring), 200805(Summer), 200808(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.

a. Course Prefix

COMM

b. Number

390

c. Enter Contact Hours per week in boxes.

LECTure 3 LAB  INDEpendent Study – Check (x)

Practicum:  Seminar:

d. Course Title: Sports Communication

(Limit to 30 characters/spaces.)

e. College Code: AS

f. Department Code: HUMN

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type:  Variable  Fixed h. Minimum Credit Hours 3 i. Maximum Credit Hours 3

j. May Be Repeated for Added Credit: Check (x)  Yes  No

k. Levels: Check (x)  Undergraduate  Graduate  Professional

l. Grade Method: Check (x)  Normal Grading  Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x)  Yes  No

n. Equivalent course: Prefix  Number  See instructions on Replacement courses.

o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

Students examine how participants in and observers of sports communicate. They analyze how the sports industry has evolved, maintains itself, and continues to grow. They analyze how sports organizations function. This course features guest speakers from the sports industry.

p. Term(s) Offered: Sp (See instructions for listing.) q. Max. Section Enrollment: 32

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. COMM 105 or COMM 121 or COMM 221, with minimum grade of C.

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

\_\_\_\_\_/\_\_\_\_/\_\_\_\_

[Signature] 3/21/10

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)  General Education (GE)  Occupational Education (OC)  G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_ Date Completed: \_\_\_\_ Entered: SCACRSE \_\_ SCADETL \_\_ SCARRES \_\_ SCAPREQ \_\_

**COLLEGE OF ARTS AND SCIENCES COURSE ASSESSMENT TEMPLATE  
DEPARTMENT OF HUMANITIES**

**COURSE PREFIX, NUMBER AND TITLE:** COMM 390, Sports Communication

**NAME:** Sandy Alspach

**CURRENT DATE:** March 16, 2010

**STUDENT LEARNING OUTCOMES**

Students will

1. demonstrate understanding of the role of communication in the sports industry
2. apply communication skills as they are valuable in the sports industry
3. analyze critically how sports are integral to American culture

**EVALUATION OF STUDENT ACHIEVEMENT**

1. discussion of readings, short papers, examinations
2. conduct interviews and interpret interview data, complete written and oral reports of a group project
3. write research-based critical essays

**COURSE EVALUATION STRATEGIES (How will course successes be measured?)**

1. 80% of the students enrolled will earn 80% (B-) or better on all assignments.
2. Student Assessment of Instruction reports will reflect positive experiences for 90% of the students enrolled.