SMG532 Communication and Fundraising in Sports
(3 credit hours)
Course Syllabus

Course Description

Students will recognize communication as integral to the management, marketing, and operational goals of sport organizations at all levels. Students will also recognize the needs of professional and volunteer fundraisers in an exploration of the tools, tips, and techniques used to fundraise through solicitation, events, and grants common in the sports industry.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Identify the implications and importance of digital and mobile media in sport journalism and managing sports organizations.

2. Critically evaluate the ethical and practical issues associated with sport communication in a global society.

3. Explain the purposes and functions of services and support systems associated with sport communication, including public relations, advertising, and crisis management.

4. Demonstrate effective use of technology and social media tools to design and publish sport related news, features, scores, and opinions for a mass audience.

5. Identify key principles and techniques utilized in sport fundraising activities.

6. Develop a strategic communication plan and tools for a sport event fundraiser.

7. Identify examples and components of grants and enhancement fund programs for the NCAA and other sport corporations.

Required Textbook(s) and Resources

Shonk, D. Weiner, J. (2022). Sales and Revenue Generation in Sport Business. Human Kinetics, Inc.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the Tiffin University Library.

Need Help? Get Help!
See Where and How to Get Technical Support at Tiffin University.

General Questions/Comments/Feedback:
online@tiffin.edu

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).

2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.

3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET** on **Wednesdays.**

4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET** on **Saturdays, and**

5. Major assignments and reflections are typically due by **11:55 p.m. ET** on **Sundays.**

Learning Activities

This course has been designed as a Competency/Mastery Learning course type. This means that you will work through course assignments to achieve a level of competency as indicated in the course. Course assignments may be third-party exams or activities, or you may be given resources and then instructed to create a large project that demonstrates your competency in the subject. Be sure to read instructions carefully to avoid missing deadlines.

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Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Forums Activity 1.1 (n/a) Activity 1.2 (20)	**Forums** Activity 2.1 (20)	**Forums** (n/a)	**Forums** Activity 4.1 (20) Activity 4.2 (20)	**Forums** Activity 5.1 (20)	**Forums** Activity 6.1 (20) Activity 6.2 (20)	**Forums** Activity 7.1 (20) Activity 7.2 (20)	**180**
Assignments Activity 1.3 (70) Activity 1.4 (100)	**Assignments** Activity 2.2 (70) Activity 2.3 (70)	**Assignments** Activity 3.1 (70) Activity 3.2 (60) Activity 3.3 (70)	**Assignments** Activity 4.3 (70)	**Assignments** Activity 5.2 (70) Activity 5.3 (70)	**Assignments** Activity 6.3 (100)	**Assignments** (n/a)	**820**
190	**160**	**200**	**110**	**160**	**140**	**40**	**1000**

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <69%

Course Schedule and Weekly Checklist

Start Here

- ☐ MON: Activity 1.1: Introduce Yourself - Introductory Post

Week 1 – Foundation of Communication and Fundraising in Sport

- ☐ WED: Activity 1.1: Introduce Yourself – Follow-Up Post
- ☐ WED: Activity 1.2: Revenue Generation Careers
- ☐ SAT: Activity 1.3: Social Media in Sport Communication
- ☐ SUN: Activity 1.4: Final Project Proposal

Week 2 – Ticket Sales in Sports

- ☐ WED: Activity 2.1: The 80-20 Rule (Open-Ended Questions)
- ☐ SAT: Activity 2.2: Developing a Script
- ☐ SUN: Activity 2.3: Navigating Objections

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Week 3 – Sponsorship and Social Media

- ☐ WED: Activity 3.1: Media in Sport Journalism
- ☐ SAT: Activity 3.2: Sponsorship Development Proposal
- ☐ SUN: Activity 3.3: Promotional Flyer

Week 4 – Revenue from Corporate, Foundation, and Grant Writing

- ☐ WED: Activity 4.1: Examining Corporate Social Responsibility
- ☐ SAT: Activity 4.2: Grantors
- ☐ SUN: Activity 4.3: Crafting a Foundation Letter

Week 5 - Fundraising Fundamentals

- ☐ WED: Activity 5.1: Interview Preparation
- ☐ SAT: Activity 5.2: Generating Excitement Through Media
- ☐ SUN: Activity 5.3: Interview Experience Essay

Week 6 - Ethics and Global Perspectives

- ☐ WED: Activity 6.1: Ethical Considerations in Development
- ☐ SAT: Activity 6.2: Data Mining
- ☐ SUN: Activity 6.3: Final Project Submission

Week 7 - Sport Business in the Future

- ☐ WED: Activity 7.1: Artificial Intelligence (AI) in Sport Business
- ☐ SAT: Activity 7.2: Social Media in the Future

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the Support, Policies, and Procedures addendum.

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