



COURSE OUTLINE: SPT301 - SPORT PR & PROMOTION

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	SPT301: SPORTS PUBLIC RELATIONS AND PROMOTION
Program Number: Name	2073: SPORTS ADMIN.
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2023-2024
Course Description:	This course offers a practical approach to public relations and promotion in sports administration. Students will engage in hands-on activities, simulations, and real-world projects to develop their skills in effective communication, media relations, and promotional strategies within the sports industry. Students will explore ethical issues in sport and demonstrate their ability to apply theoretical concepts to practical scenarios, including writing and distributing press releases, working with media, understanding the importance of proactive crisis communication plans, and using new media as part of promotion.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	2073 - SPORTS ADMIN.
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 Select and effectively use technology and software programs relevant to sport management and entrepreneurship.
	VLO 2 Develop, analyze and implement marketing strategies for products, programs, events, services and facilities related to sporting organizations or events.
	VLO 9 Apply administrative, communication and customer service skills to support the delivery of sport and recreation programs, events, and services according to industry standards.
	VLO 11 Conduct and present research to support business decision making in a sport organization.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
Course Evaluation:	Passing Grade: 50%, D



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A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Books and Required Resources:

Canadian Sport Marketing 3rd Edition With HKPropel Access. by Norm O'Reilly, Benoit Seguin, Gashaw Abeza, Michael L. Naraine
 Publisher: Human Kinetics Edition: 3rd
 ISBN: 9781718200944
 2023

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Examine the Role of Public Relations (PR) in Sports.	1.1 Describe the role of PR in sports and the benefit that PR brings to the sport organization. 1.2 Understand the relationship between Promotion and PR in the marketing mix. 1.3 Differentiate between PR and the rest of the sport organization's promotional mix. 1.4 Distinguish between target audiences for a sport organization's primary marketing activities and those of their PR activities. 1.5 Evaluate the impact of PR efforts on the overall success (athletic, financial and reputational) of a team or organization.
Course Outcome 2	Learning Objectives for Course Outcome 2
Examine Core PR Activities and Skills.	2.1 Recognize the skills that sport PR professionals need to effectively promote their organization. 2.2 Identify common forms of PR activities in sport. 2.3 Describe the Strategic Sport Communication model and distinguish between the three components: (1) Personal and Organizational Communication, (2) Traditional Mass Media and Emerging (Social) Media, (3) Sport Communication Services & Support. 2.4 Identify and perform primary and secondary sport research that supports PR activity. 2.5 Compile sports data and information into usable media that supports PR activity.
Course Outcome 3	Learning Objectives for Course Outcome 3
Plan, Implement, and Evaluate Promotional Campaigns for Sports and Sports Events.	3.1 Collaborate with local sports organizations or community initiatives to develop comprehensive promotional strategies for upcoming events or initiatives. 3.2 Utilize a range of promotional tools, including social media, email marketing, and grassroots outreach, to increase public awareness and participation. 3.3 Develop assessment criteria to measure the impact of public relations and promotion efforts. 3.4 Collect and analyze data on key performance indicators (KPIs) to assess the effectiveness of public relations and promotional campaigns in meeting stated objectives. 3.5 Use evaluation findings to make informed decisions and recommendations for improvement, considering budgetary



	constraints and resource allocation.
Course Outcome 4	Learning Objectives for Course Outcome 4
Engage in Authentic Media Relations Activities.	4.1 Organize and manage press conferences and media interviews 4.2 Create media kits, press releases, and other relevant materials for sports organizations, following industry standards and best practices. 4.3 Update content on sports organization websites and other online platforms 4.4 Develop articles for media use, including game summaries, athlete profiles, personal interest stories, etc.
Course Outcome 5	Learning Objectives for Course Outcome 5
Examine Ethical Considerations in Sports PR and Promotion.	5.1 Identify and assess ethical dilemmas commonly encountered in sports PR and Promotion and propose ethical solutions. 5.2 Apply ethical decision-making models to real-life scenarios within the sports marketing industry. 5.3 Recognize potential legal pitfalls and ethical implications related to contracts, endorsements, and intellectual property rights. 5.4 Assess the ethical implications of managing relationships with stakeholders, including athletes, sponsors, fans, and the media. 5.5 Investigate the role of sports organizations in addressing societal issues and ethical responsibilities. 5.6 Recognize the importance of cultural sensitivity and diversity in sports PR and promotions.
Course Outcome 6	Learning Objectives for Course Outcome 6
Examine Crisis Communications Planning and Activity	6.1 Define crisis in sport and crisis communications 6.2 Recognize the importance of crisis readiness 6.3 Identify the key elements of a crisis communications plan 6.4 Distinguish between various crisis response strategies 6.5 Articulate the critical role of social media in crisis communications

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Case Studies	15%
Crisis Communications Assignment	15%
Final Report/Presentation	30%
Media Relations Assignments	30%
Reflection	10%

Date: September 5, 2023

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.