

MMC 3210 Sports Media Law & Ethics – Section 0127
Spring 2016 [3 credits]

INSTRUCTOR: Gina Giacusa, J.D.

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BIOGRAPHY: Gina Giacusa is currently an attorney at Trenam Law, a full service law firm with offices in Tampa and St. Petersburg, Florida providing comprehensive legal services in sports, entertainment, intellectual property, technology, and social media. Gina graduated from the University of California-Berkeley School of Law where she co-founded the Berkeley Journal of Entertainment and Sports Law, Berkeley Law's first journal to be solely based on an online platform. Giacusa attended the University of Florida for her undergraduate studies where she obtained a B.S. in Journalism, a B.A. in Criminology, and a certificate/minor in Latin American Studies.

PURPOSE OF COURSE: MMC 3210 is designed to offer instruction and knowledge in sports law and ethics. Even as non-lawyers, it is important that media professionals working in the sports industry have a grasp on applicable laws and ethical considerations. Having such familiarity will allow students to have the necessary understanding of issues so as to clearly and thoroughly communicate them to their media audiences.

COURSE OBJECTIVES & GOALS:

- (1) To understand the intersection between the media and sports and the legal and ethical implications associated therein.
- (2) To acquire the appropriate ethical and legal knowledge and skills to work in the sports industry as a media professional.
- (3) To obtain a keen understanding of sports as an industry by drawing on a cross-section of various areas of the law.
- (4) To identify and respond to legal and ethical issues associated with sports management, contracts and regulations.
- (5) To develop one's own awareness of sports law and ethics with an eye toward identifying and critiquing competing legal and ethical theories.

COURSE COMMUNICATIONS: General questions for the course should first be posted to the general discussion board. If your questions are not sufficiently answered, then please email the instructor through the email tool for the course management system.

COURSE ELIGIBILITY/PREREQUISITES: None.

COURSE READING: NO TEXTBOOK IS REQUIRED FOR THIS COURSE. READING MATERIALS FOR CLASS WILL BE POSTED AND SHOULD BE READ **BEFORE** WATCHING LECTURES.

COURSE MODULES:

Module #1 - Course Welcome & the American Legal System

Module #2 - Sports Contracts & Negotiations

Module #3 - The Role Of Sports Agents & Agency Law

Module #4 - Labor Law, Collective Bargaining & Antitrust Law In Sports

Module #5 - Intellectual Property Considerations & Issues in Sports

Module #6 - Religion & Sexuality in Sports

Module #7 - Women in Sports

Module #8 - Race in Sports

Module #9 - Law & Ethics In Sports Media And Reporting

Module #10 - How Social Media Has Changed The Face Of Sports

COURSE POLICIES:

PARTICIPATION POLICY: Because this is an entirely online course, you are not expected to make an appearance anywhere at any time. However, you most certainly ARE expected to participate in the discussions and complete your quizzes and exam at the designated times.

DISCUSSION BOARD & QUIZ POLICY: All discussion boards and quizzes are open-resource; however, please avoid using random sites such as Wikipedia. Your #1 resource should be the class lectures. Late submissions on any discussion board or quiz will result in point deductions for each day past the due date listed in the syllabus.

EXAM POLICY: There will be one (1) exam during this semester. THERE IS A ZERO TOLERANCE POLICY FOR MISSED EXAMS. IF YOU MISS THE EXAM, YOU HAVE CHOSEN TO ACCEPT A ZERO FOR THAT EXAM.

MAKE-UP POLICY: Unexcused missed exam will result in a zero on the exam (this includes contacting the instructor after the exam if you are ill). If you are sick or have an emergency that prevents you from taking the exam at the scheduled time, it is your responsibility to contact the instructor as soon as possible. **Documentation of the illness or emergency will be required.** If you need to schedule a make-up exam, please email the course instructor giving a detailed explanation and attaching any documentation that verifies your reasoning. A make-up exam will be given at the discretion of the instructor. Scheduling a make-up exam is the responsibility of the student and should be done— if at all possible—before the scheduled exam time. If you have a serious emergency or death, please contact the Dean of Students Office (www.dso.ufl.edu) and they will contact your instructor so that you do not have to provide documentation of the emergency/death in order to get a make-up exam. Make-up exam is NOT permitted for the following (among others): family vacation, sporting event travel, attending weddings (unless you are IN the wedding), having exams in other classes on the same day. Requirements for class attendance and make-up exams, assignments, and other work are consistent with the university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

UF POLICIES:

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES: Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at: <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>.

NETIQUETTE - COMMUNICATION COURTESY: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please consider the following pointers for emailing your course instructor and/or interacting with fellow students in the discussion boards:

- Send your email to the address preferred by your instructor. For this course, your instructor prefers to be contacted with the email tool in the course management system.
- Keep your message as clear and concise as possible. Reading a three- page dissertation on the importance of your family vacation is not fun for anyone except your mother.
- All uppercase letters indicates shouting...PLEASE AVOID THIS UNLESS YOU ARE HAPPY!
- Refrain from profanity in your message, even if it is meant to be humorous.
- Refrain from using texting abbreviations such as OMG or BTW.
- Close your emails respectfully and politely.
- <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

GETTING HELP:

For issues with technical difficulties, please contact the UF Help Desk at:

- helpdesk@ufl.edu
- (352) 392-HELP - select option 2
- <https://request.it.ufl.edu/>

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from Helpdesk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

GRADING POLICIES:

The following table outlines the five components to the course on which you will be evaluated.

Evaluation Components	% of Total Grade
Discussion Posts	20%
Quiz #1	20%
Quiz #2	20%
Quiz #3	20%
Final Exam	20%

Exam – The final exam will consist of fifty (50) questions and will be cumulative, meaning it will test on ALL MODULES. Question formats *may* include: fill in the blank, multiple choice, multiple response, and true/false. Students shall be permitted to use notes and material, however, the assistance of another student and/or online searches are strictly forbidden. Exam questions are generated by the course instructor and the majority of focus should be given to the lecture notes when studying. The exam will need to be completed between the time period of April 23-April 29, 2016. Once accessed, you will be given 45 minutes to complete the exam.

Discussion Posts – There will be a discussion post activity after each module. You are to discuss/answer at least two (2) of the topics posed in each discussion board. The goal for those discussion board posts is to start thinking more critically about the material. These discussion posts will require you to interact with a small group of your classmates—which will allow you to give and receive feedback. *Failure to adequately participate in at least two (2) posed questions will result in a penalty to be decided solely by the instructor.*

Quizzes – You will have a total of three (3) quizzes- each consisting of twenty (20) questions. Students shall be permitted to use notes and material, however, the assistance of another student and/or online searches are strictly forbidden. Quiz questions are generated by the course instructor and the majority of focus should be given to the lecture notes when studying. The quizzes will need to be completed within the allotted week period. Once accessed, you will be given 15 minutes to complete the quiz.

PLEASE NOTE:

- Quiz #1 will test Modules # 1 & 2
- Quiz #2 will test Modules # 3 & 4
- Quiz #3 will test Modules # 5 & 6

GRADING SCALE: Any discrepancies with grades should be pointed out to the instructor before the last day of class. See the UF undergraduate catalog web page for information regarding current UF grading policies: www.registrar.ufl.edu/catalog/policies/regulationgrades.

The following table describes the grade scale and GPA impact of each letter grade. Minus grades are not assigned for this course.

Letter Grade	Percent Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	90.00-100%	4.0
B+	87.00-89.99%	3.33
B	80.00-86.99%	3.0
C+	77.00-79.99%	2.33
C	70.00-76.99%	2.0

D+	67.00-69.99%	1.33
D	60.00-66.99%	1.0
E	0-59.99%	0

COURSE SCHEDULE:

It is HIGHLY recommended that you adhere to the following schedule as closely as possible. You will need to complete all activities for a given week by 11:59pm the Sunday of each week. For example, all activities for Module 1 is due at 11:59pm on Sunday, January 17. The course is set up so that you must move through each module sequentially. You will not be able to access Module 2 lectures (etc.) prior to completing module 1. It is HIGHLY recommended that you approach each module in the following order:

- Complete the required reading pages
- Watch and take plenty of notes on the lecture videos
- Complete Discussion Posts & Quizzes

STUDY TIPS FOR CLASS:

- Read the posted material BEFORE you watch a lecture.
- Snow-ball the lecture notes. Begin studying lecture material immediately after the first lecture. Then, after the second lecture, begin your studies with day one lecture material. Continue this all the way up to the exam.
- Engage your classmates. This material is meant to be discussed...and you can't do that well with just yourself. Post questions to the discussion board. Exchange contact information and have a phone conversation. Post cool videos you find regarding related material to the discussion boards. ENGAGE!
- If there is something in the reading that was NOT in lecture, you are not expected to know it.
- CALENDAR ALL DUE DATES AND SET REMINDERS. Google Calendar is a great resource for this. Please take the needed 15-20 minutes to set the dates on a calendar. You are all busy and you might understandably forget to submit a discussion post or take a quiz on time. This happens every semester and unfortunately, your grade will suffer unnecessarily. **PLEASE TAKE THIS BIT OF ADVICE SERIOUSLY.**

Module	Corresponding Period	Assignment/Quiz	Date Due
1	January 5 – January 17		
		Complete all Module readings & lectures	01/17/2016
		Post to discussion board	01/17/2016
2	January 18 – January 31		
		Complete all Module readings & lectures	01/31/2016
		No discussion board	N/A
		Complete Quiz #1	01/31/2016
3	February 1 – February 7		

		Complete all Module readings & lectures	02/07/2016
		Post to discussion board	02/07/2016
4	February 8 – February 21		
		Complete all Module readings & lectures	02/21/2016
		Post to discussion board	02/21/2016
		Complete Quiz #2	02/21/2016
5	February 22 – February 28		
		Complete all Module readings & lectures	02/28/2016
		Post to discussion board	02/28/2016
6	February 29 – March 13		
		Complete all Module readings & lectures	03/13/2016
		No discussion board	N/A
		Complete Quiz #3	03/13/2016
7	March 14 – March 20		
		Complete all Module readings & lectures	03/20/2016
		Post to discussion board	03/20/2016
8	March 21 – March 27		
		Complete all Module readings & lectures	03/27/2016
		Post to discussion board	03/27/2016
9	March 28 – April 10		
		Complete all Module readings & lectures	04/10/2016
		Post to discussion board	04/10/2016
10	April 11 – April 17		
		Complete all Module readings & lectures	04/17/2016
		Post to discussion board	04/17/2016
Final Exam	April 23 – April 29		

