

# RTV4930: Sports Capstone

Fall 2019

College of Journalism and Communications  
University of Florida

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Instructor: Eric Esterline  
Place: Weimer Hall 1074  
Day and Time: Mondays, 10:40 a.m. - 12:35 p.m.

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Course Site: <https://ufl.instructure.com>

Course Text: NONE

\*\*\*Readings and Resources will be posted and available online.\*\*\*

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## **Overview and Objectives**

Usually taken in the last year of study, the capstone sports portfolio course integrates material from previous courses and requires each student to prepare a final project as well as a comprehensive e-portfolio to assist the student in a job search. Students completing the course will demonstrate progress in their written, oral, and communication skills, as well as the ability to think creatively and critically. Those students that complete this course will be prepared to enter and perform satisfactorily in entry-level sports communication and media positions.

## **Course Learning Objectives**

After successful completion of this course, students should be able to:

- (1) Interpreting the current issues affecting the sports industry and how they relate to careers in the sports industry
- (2) Enhance the understanding of the ethics and values in the sports industry;
- (3) Explaining and practicing the skills needed in a job search;
- (4) Planning, producing and improving a resume;
- (5) Producing and organizing their own personal brand through social and media platforms;
- (6) Planning and producing a portfolio to showcase examples of the student's best work to professional audiences

(7) Executing and Implementing the skills and knowledge they have obtained throughout their undergraduate career to produce a final “capstone” multimedia project

### **Course Eligibility**

Students must have received a grade of “C” or better in Sports Reporting (JOU4313c and Sports Communication (PUR3463).

### **Course Grades**

The following table outlines the point-accruing components of the course. The total points earned from each component will be summed and divided by the total points possible in the course.

<b>Evaluation Components</b>	<b>Points Per Component</b>	<b>% of Total Grade</b>
<b>Class Participation, Citizenship (15)</b>	10 pts each = 150 pts	10%
<b>Resume Development Project (4)</b> Current Resume = 25 pts Future Resume = 25 pts Cover Letter = 25 pts Final Resume = 75 pts	150 pts	10%
<b>Professional Branding Project (10)</b>	30 pts each = 300 pts	20%
<b>Electronic Portfolio Project (3)</b> Portfolio Check 1 = 100 pts Portfolio Check 2 = 100 pts Final Portfolio = 200 pts	400 pts	27%
<b>Capstone Project (6)</b> Pitch = 25 pts Pre Reporting = 50 pts Sources = 25 pts Draft 1 - 50 pts Draft 2 = 100 pts Final Project = 250 pts	500 pts	33%
<b>Total</b>	<b>1500 pts</b>	<b>100%</b>

### **Assignment Descriptions**

**Class Participation and Citizenship (15 weeks, 10 pts per week)**– This includes, but is not limited, to the following: regular and on-time attendance for class; serious preparation of the assigned texts; active listening, including note taking; involvement in classroom activities; posting relevant content to Canvas and Twitter, questions & comments on the course forums; being respectful of others; and, a semester-long sustained effort at contributing to the class discussion through visible attention, helpful questions and worthwhile insights into the issues being discussed.

Please note, if you are using technology in class for non-class related work or doing other distracting things in class (homework for another class, organizing your calendar, reading the newspaper, etc), you

are NOT being a good citizen.

The following rubric will be employed to assign participation points

<b>Preferred (10 pts)</b>	<b>Acceptable (7-9 pts)</b>	<b>Needs Improvement (4-6 pts)</b>	<b>Unacceptable (1-3 pts)</b>	<b>Will Ask You To Leave (0pts)</b>
Arrives on time  Comments are relevant and reflect understanding and good preparation  Clear enthusiasm  Participates in Twitter course hashtag activity with 3-4 per class	Arrives on time  Comments are mostly relevant, but understanding may be slightly lacking  Not overly enthusiastic, but positive  Participates in Twitter course hashtag activity with 1-2 per class	Arrives no more than 5 minutes late  Comments are minimal (“yeah”, “uh huh”) and demonstrate poor preparation  Demeanor is sluggish  Participates in Twitter course hashtag activity with 0-1 per class	Arrives more than 5 minutes late  No comments are made  Sleeping, texting, disengaged  Participates in Twitter course hashtag activity rarely if at all	Absent  Disruptive or rude comments are made  Drawing others into disrespectful behaviors (showing texts, shopping online, etc)  Never participates in Twitter course hashtag activity

**PROJECTS** - All projects will be expected to be of high quality work. On days projects are due, students will present a report on their work in class and receive feedback from the instructor and classmates.

Projects will be posted on the course website.

- **Capstone Project (500 points)** - This assignment allows you to produce a new project according to your major option and interests. Eligibility: (1) You may not complete a project in a genre unless you have completed specific coursework for that genre. (2) Your capstone cannot be a rehash or improvement on a previous project, whether produced for class or not. It needs to be a new project. Your pitch must be approved prior to beginning your project, and not all project ideas will be approved. The final project is worth 250 points. The other 250 points are distributed throughout the semester for checkpoints during the composition of the project.
- **Professional Brand Project (300 points)**- Knowing your personal brand can not only help you market yourself to future employers, it can help you find organizations that are a good fit for you. As a result, it is important to be able to articulate your personal brand before you begin your job search. In this project you will use multiple in-class activities to summarize your personal brand. This project is done over the course of the semester in 10, 30 point assignments.

- **Resume Development Project (150 points)** - 1-2 pages, for the purpose of submitting to potential employers. Must be designed to assignment specifics. The purpose of the resume assignment is to provide you with an opportunity to take an inventory of your skills and experiences as you begin to think about your professional career.
- **Portfolio Site Project (400 points)** - Each student will accumulate items for their portfolio. This portfolio should help prepare you for the opportunities and responsibilities of a college graduate. It will be graded on its quality and completeness, meaning that it should provide excellent artifacts of student learning, as well as a sufficient quantity of such works. Your portfolio must include your capstone project and all “portfolio-required” assignments. The portfolio is designed to house your work done in various classes and/or experiences and must be available online.

**LAB** - Students will be required to attend a lab session once a week to work on current projects. At the beginning of the semester (Weeks 1-7) students will have lab time to work on their portfolio sites and resumes. Labs will be conducted by the instructor, other faculty and staff from the career resource center. The last half of the semester (Weeks 8-16), students will come in each week to work on different storytelling aspects of their capstone project. We will be working with a multitude of software in the Adobe Creative Suite as well as content platforms like WordPress and students have the opportunity in the lab to develop their websites, social media profiles and put to practice some of the strategies discussed in class. **Attendance is required and expected each week for Lab. See the weekly calendar for Lab topics.**

**Grading (grades are rounded up or down to the nearest whole number for grading purposes)**

935-1000 points	= A	895-934 points	= A-		
865-894 points	= B+	825-864 points	= B	795-824 points	= B-
765-794 points	= C+	725-764 points	= C	695-724 points	= C-
665-694 points	= D+	625-664 points	= D	595-624 points	= D-
0-594 points	= F				

**Course Outline**

<b>Week 1</b>	<ul style="list-style-type: none"> <li>● Introduction to class</li> <li>● Imagining life after college</li> <li>● Discussion of effective capstone pitch and project</li> <li>● Show examples of past projects</li> <li>● LAB- Introduction to WordPress</li> </ul>
<b>Week 2</b>	<ul style="list-style-type: none"> <li>● <b>Capstone Pitch Due, present to class</b></li> <li>● Next Steps               <ul style="list-style-type: none"> <li>○ Discuss Pre-Reporting</li> </ul> </li> <li>● Career Development</li> <li>● Professional Brand Project - What are your strengths</li> <li>● <b>Guest Speaker - Career Resource Center (resumes)</b></li> </ul>

	<ul style="list-style-type: none"> <li>● LAB- Resume Development</li> </ul>
<b>Week 3</b>	<ul style="list-style-type: none"> <li>● <b>Capstone Pre-Reporting Questions Due</b></li> <li>● Next Steps <ul style="list-style-type: none"> <li>○ Communicating with and securing sources</li> </ul> </li> <li>● Job Search Strategies</li> <li>● Professional Brand Project - What are your weaknesses</li> <li>● LAB- Using Canva and InDesign for Resumes</li> </ul>
<b>Week 4</b>	<ul style="list-style-type: none"> <li>● <b>Capstone Sources Due (discuss and critique)</b></li> <li>● <b>Current Resume Due</b></li> <li>● Professional Brand Project - Tap into your values</li> <li>● <b>Guest Speaker- Social Media and Personal Branding Expert</b></li> <li>● LAB- Interview Techniques</li> </ul>
<b>Week 5</b>	<ul style="list-style-type: none"> <li>● <b>Future Resume Due</b></li> <li>● Professional Brand Project - The power of passion</li> <li>● Creating your Portfolio Website <ul style="list-style-type: none"> <li>○ Show examples</li> <li>○ Go over each platform</li> </ul> </li> <li>● Resume Development Project</li> <li>● LAB-Practicing Elevator Pitches</li> </ul>
<b>Week 6</b>	<ul style="list-style-type: none"> <li>● <b>Cover Letter Due</b></li> <li>● Professional Brand Project - Pursuing your passions</li> <li>● Networking; Resume Development Project</li> <li>● <b>Guest Speaker - Professional Sports Reporter</b></li> <li>● LAB-Mock Job Interviews</li> </ul>
<b>Week 7</b>	<ul style="list-style-type: none"> <li>● <b>Final Resume Due</b> <ul style="list-style-type: none"> <li>○ Resume Critiques and Analysis</li> </ul> </li> <li>● Professional Brand Project - Your network</li> <li>● Requirements for Portfolio Website-Work Content <ul style="list-style-type: none"> <li>○ Video, written and social, best way for displaying</li> </ul> </li> <li>● LAB-Writing Engaging Online Content</li> </ul>
<b>Week 8</b>	<ul style="list-style-type: none"> <li>● <b>MidTerm</b> <ul style="list-style-type: none"> <li>○ Students will provide update of Capstone Project which will include sharing content gathered with peer evaluation and guest evaluation</li> </ul> </li> <li>● LAB-LinkedIn Profile Development</li> </ul>
<b>Week 9</b>	<ul style="list-style-type: none"> <li>● Written and interpersonal communication; Discussion of effective portfolio site</li> <li>● Professional Brand Project - Your online brand</li> <li>● <b>Guest Speaker - Career Resource Center (networking)</b></li> <li>● LAB-Using Mobile Video and Audio</li> </ul>

<b>Week 10</b>	<ul style="list-style-type: none"> <li>● Job Interviews; Capstone and portfolio workshop</li> <li>● Requirements for Portfolio Website-About Me <ul style="list-style-type: none"> <li>○ Resume, social, home page</li> </ul> </li> <li>● Professional Brand Project - Elevator pitch</li> <li>● LAB-Using DSLRs</li> </ul>
<b>Week 11</b>	<ul style="list-style-type: none"> <li>● <b>Capstone Draft 1 Due</b> <ul style="list-style-type: none"> <li>○ <b>Instructor and Peer Critiques</b></li> </ul> </li> <li>● Negotiating job offers; Capstone and portfolio workshop</li> <li>● <b>Guest Speaker - Career Resource Center (job interviews)</b></li> <li>● LAB-Using YouTube, SoundCloud and other sites to Improve your Content</li> </ul>
<b>Week 12</b>	<ul style="list-style-type: none"> <li>● Using LinkedIn to your advantage <ul style="list-style-type: none"> <li>○ Connecting with appropriate professionals</li> <li>○ UF Sports Alumni Network</li> </ul> </li> <li>● LAB-Capstone Development</li> </ul>
<b>Week 13</b>	<ul style="list-style-type: none"> <li>● Professional Development</li> <li>● Capstone and portfolio workshop</li> <li>● <b>Portfolio Site Draft Due</b></li> <li>● LAB-Capstone Development</li> </ul>
<b>Week 14</b>	<ul style="list-style-type: none"> <li>● <b>Capstone Draft 2 Due</b> <ul style="list-style-type: none"> <li>○ <b>Instructor and Peer Critiques</b></li> </ul> </li> <li>● Capstone and portfolio workshop</li> <li>● Your first job</li> <li>● LAB-Capstone Development</li> </ul>
<b>Week 15</b>	<ul style="list-style-type: none"> <li>● <b>Capstone Final Draft Due</b></li> <li>● <b>Capstone and Portfolio Presentations</b></li> </ul>
<b>Week 16</b>	<ul style="list-style-type: none"> <li>● <b>Final Exam</b></li> </ul>

## Policies

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### **Attendance Policy**

Attendance in the class is required. Excused absences include approved UF attendance exceptions. In all instances of excused absences the instructor and student will work out a plan for completing missed assignments.

Students are expected to participate in all class discussions. Please turn off cell phones prior to class. Sports reporting is a deadline-based profession, so you are expected to arrive on time for each class.

In case of illness, the instructor should be notified in advance and a physician's note may be required. Unexcused absences will result in deductions from the students final percentage score. Requirements for class attendance and make-up exams, assignments and other work in this course are consistent with UF policies which can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Attendance is recorded and you **WILL** lose attendance and participation points for absence from class time. This could affect up to 15% of your final grade. There are **NO** free absences from class. We only meet once a week. For each absence you will lose class participation points, unless you have a note and it is excused and approved by UF.

### **Absences and Make-up Work**

Students are expected to be in class on time and remain until the dismissal. Absences are unexcused when the professor has not been notified of an acceptable reason within 24 hours of the class meeting. When absent, please contact a fellow student to find out what was missed. You are responsible for all material covered or assigned during classes, even if you are not there. Your grade on late assignments will drop one letter grade for every day they are late.

### **Academic Integrity**

UF students are bound by the Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

### **Students with Disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

### **Course Evaluations**

Students are expected to provide feedback on the quality of instruction in this course based on a minimum of 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last three weeks of the semester, but announcements will be made giving specific times when they are open. Summary results of these evaluations are available to students at the evaluations website URL above.

### **Course Grading**

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows. <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### **U Matter, We Care**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available

including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

**\*NOTE: Topic schedule subject to change based on guest availabilities and other factors.**