

# RTV 4930: Globalizing American Sports

Fall 2025

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## Instructors:

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**Course Text:** All readings and resources will be available online or given in class.

**Catalog Description:** RTV4930 - Special Study in Media Production, Management, and Technology | Variable content, providing opportunity for study in areas of broadcasting such as television staging and lighting, film criticism, communication theory and other fields.

**Full Description:** The NFL is hosting its first-ever American football game in Spain on Nov. 16, and we will travel there to create media content surrounding the event. More than coverage of the game itself (Miami Dolphins vs. Washington Commanders), you will produce coverage about the atmosphere surrounding this historical event, the local fans, and the American football culture in Spain. This will allow you to directly interact with Spaniards and American expats living in Spain. The program is short, but such stories require pre-production and post-production, which we will do from Gainesville throughout the semester. This course and program will also study how American sports leagues are using media to try to expand internationally.

## Course Learning Objectives

Upon successful completion of this course, students will be able to:

1. Understand how cultural differences impact the marketing and consumption of American sports
2. Describe how leagues adapt their strategies accordingly.
3. Discuss the ethical implications of globalizing American sports.
4. Critically examine the specific case study of the NFL and its international campaigns.
5. Conduct basic research on databases to collect data and/or knowledge on the globalization of American leagues
6. Understand the fundamentals of image composition, and use mobile broadcast equipment with your cell phone

## **UF Academic Policies & Resources**

Please visit this link for all UF academic policies and resources:

<https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>

### **Some rules specific to this course**

#### **1. Professionalism & Preparation**

Respect your classmates, their work and their views. Be polite, professional and respectful when expressing yourself. Also respect cultural differences, which you will come across in this class. Finally, as the old adage goes, “by failing to prepare, you are preparing to fail.” All students are expected to complete readings and/or video watching by the assigned deadline. Any registered students may be called upon in class at any time.

#### **2. Deadlines**

Remember there’s a reason “DEAD” makes up half the word “deadline.” All deadlines are firm, especially in the media industry. You are responsible for turning in all assignments and projects on the date and time they are due. If you want to get ahead, you are welcome to turn in your work early. Canvas is set up to take off points for late assignments turned in within 48 hours:

- 25% off if an assignment is less than 24 hours late
- 50% off for any assignment turned in 24 to 48 hours past the deadline

Exceptions will be made for excused absences according to [the UF attendance policy](#) if a student has documentation. They *may* be made for other extraordinary circumstances, but only if you notify your instructors before the day of the due date. Communicate!

#### **3. Study Abroad**

In this course, students and instructor will be traveling to Madrid, to cover a historical event in sports: the first NFL game to be played in Spain. One cannot pass this class without going on this study abroad program. On-campus students will miss almost a week of classes between November 11 and 16, 2023. You must work with your other professors to see if you can work ahead or catch up when you get back.

Because our time in Spain is short, you will not immerse have a chance to fully immerse yourself in Spain culture. However, this program mirrors the professional experiences of media professionals: you have only a couple of days to understand some of the dynamics in the host culture before creating content about it. Thus, it provides an incredible training experience, which is in line with CJC’s “teaching hospital” method of communication education. Through this course and its study abroad program, you will gain a better understanding of the importance of the preparation or “pre-production” stage in media work.

#### **4. Feedback**

Some assignments will be discussed as a class, so your work may be critiqued by your peers. While this can be uncomfortable, it is much better to get such criticism in class than from Internet trolls. Of course, refer to rule #1 when you are doing the critiquing.

#### **5. Students with Disabilities**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started](#)

[with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

## 6. Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

## **Course Outline**

Week	Topic
Week 1   August 22	Course introduction. Resume workshop.
Week 2   August 29	Initial project ideas
Week 3   September 5	American Sports—A Little History + Mobile kits
Week 4   September 12	The Art of Pitching
Week 5   September 19	International Education Week project
Week 6   September 26	Research Session
Week 7   October 3	“American” Football
Week 8   October 10	Rhythm and cultures
Week 9   October 17	Homecoming — No class
Week 10   October 24	International Education Week project
Week 11   October 31	Madrid preparation
Week 12   November 7	Study abroad orientation
Week 13   November 14	Post-production
Week 14   November 21	Finalize projects and Class goodbyes
Week 15   November 28	Thanksgiving — No class
Week 16   No class day	Reflections due

The schedule outlined in this syllabus is tentative and subject to change. Any updates will be communicated as early as possible.

## **Course Grading**

You will be graded in accordance with [UF policies](#) using the following breakdown:

Assignments & projects	20%
Portfolio	10%
Study abroad work	35%
Study abroad attendance	15%
Reflection	20%

Detailed instructions and deadlines are available on Canvas.

**Note that for every assignment or project, easily avoidable mistakes (missing words, typos, basic spelling or grammatical errors) will each cost 5%. This means that if you have two typos, you will lose 10% of the grade. Please proofread your work!**

**Similarly, fact errors (including the misspelling of a proper noun) will cost 20% of the assignment's grade each.**

Final grades will be calculated with the following table.

		93 - 100	A	90 - 92.99	A-
87 - 89.99	B+	83 - 86.99	B	80 - 82.99	B-
77 - 79.99	C+	73 - 76.99	C	70 - 72.99	C-
67 - 69.99	D+	63 - 66.99	D	60 - 62.99	D-
0 - 59.99	F				