

1. GENERAL DETAILS

Name: **RTV 4959c SPORTS CAPSTONE**

Total hours: 3 US Credits

Instructor: Rafael Vega Jiménez (supervised by Dr. Roxane Coche, rcoche@ufl.edu)

E-mail: rafa.vega@eusa.es

Place: Milano, Italy

Dates: January 12-April 10, 2025

Office Hours: 1 pm-3 pm on Thursdays, and by appointment.

Canvas Link: <https://ufl.instructure.com>.

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

2. COURSE DESCRIPTION

This course integrates material from previous classes 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 this course will demonstrate progress in their written, oral, and communication skills and the ability to think creatively and critically. Those students who complete this course will be prepared to enter and perform satisfactorily in entry-level media positions.

3. OBJECTIVES

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

- 1) Interpreting the current issues affecting the media industry and how they relate to careers in the sports industry.
- 2) Enhance the understanding of the ethics and values in the sports and media industry.
- 3) Explaining and practicing the skills needed in a job search.
- 4) Planning, producing, and improving a resume.
- 5) Producing and organizing their personal brand through social media platforms.

- 6) Planning and producing a portfolio to showcase examples of the student's best work to professional audiences.
- 7) To support students in transitioning from academia to the professional sports industry by building on prior coursework and guiding them in the creation of a professional portfolio—including a capstone project—that showcases their best work and enhances their job search.
- 8) Executing and implementing the skills and knowledge they have obtained throughout their undergraduate career to produce a final project.

4. LIST OF TOPICS

- 1-. Presentation & Introduction.
- 2-. Sports media in Europe, Italy, and Milano.
 - 2.1-. The business of sports media (e.g., broadcasting rights, sponsorship, sports marketing, and consumer trends).
 - 2.2-. The evolution of sports journalism in Europe and Italy (from traditional journalism to e-sports).
 - 2.3-. Milan's role as a national and international sports/media hub.
- 3-. The soccer industry in Europe.
 - 3.1-. The role of football (*calcio*) and other sports in shaping Italian identity
- 4-. Personal brand in sports journalism.
- 5-. Social media management in sports.
 - 5.1-. Journalists' personal branding and digital presence (e.g., using LinkedIn, Twitter/X, Instagram for career growth).
 - 5.2-. Ethical aspects of sports communication.
 - 5.3-. How athletes and clubs use social media to shape their public image and connect with fans.
 - 5.4-. Case studies of Olympic athletes' social media strategies or controversies
- 6-. Job opportunities in Sports Journalism: getting ready for the World Cup 2026.

5. METHODOLOGY AND TEACHING TECHNIQUES

- The professor will develop a theoretical aspect of the subject in the **lectures**, giving some elements to understand it. This will give students the knowledge and tools to discuss this aspect.
- **Practical lessons**, in which we'll practice the previous topics, and we'll discuss them. Moreover, we'll stimulate the students' critical thinking.
- **Complementary activities**, such as visits to media outlets and institutions, and guest lecturers will allow us to network with their professionals.
- **Final project**.

6. ASSESSMENT CRITERIA

There will be four pieces of assessment in this course, each focusing on developing different skills.

- **FINAL PROJECT (40%)**

This assignment allows you to produce a new project, which will be connected with the project produced for the subject Visual Storytelling.

Your project cannot be a rehash or improvement on a previous one, whether produced for class or not. It needs to be a new project.

Your pitch must be approved before beginning your project, and not all project ideas will be approved.

The final project is worth 100 points. They are distributed throughout the program for checkpoints during the composition of the project (pitch, draft, and presentation).

Throughout the program, students will have ample opportunity to relate the course materials to their final project.

- **PORTFOLIO (25%)**

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.

- **PERSONAL BRAND (20%)**

Knowing your brand can not only help you market yourself to future employers, but it can also help you find organizations that are a good fit for you. As a result, it is important to be able to articulate your brand before you begin your job search. In this project, you will use multiple in-class activities to summarize your brand.

This project is done over the program in different assignments.

- **DISCUSSIONS (15%)**

We will hold discussions surrounding various topics in the sports industry, sports careers, or our guest speakers. You will be required to post your thoughts and respond to classmates as well. To successfully navigate these assessments, students should complete all these assignments in class during the given time.

7. POINT DISTRIBUTION

Assignments	Value
Final Project (1)	40%
Portfolio (1)	25%

Personal Brand (2)	20%
Discussions (3)	15%
Total Points	100%

8. GRADING SCALE

Grades will be assigned based on the following scale:

A	93.50-100
A-	89.50-93.49
B+	87.50-89.49
B	83.50-87.49
B-	79.50-83.49
C+	77.50-79.49
C	73.50-77.49
C-	69.50-73.49
D	64.50-69.49
E	0-64.49

9. REQUIRED POLICIES

- ATTENDANCE POLICY: The requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. [See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.](#)
- STUDENTS REQUIRING ACCOMMODATION: Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. [See the “Get Started With the DRC” webpage on the Disability Resource Center site.](#) 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.

- UNIVERSITY HONESTY POLICY: 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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [See the UF Conduct Code website for more information](#). If you have any questions or concerns, please consult with the instructor or TAs in this class.
- POLICY ON AI USE: In this course, you are welcome to use AI tools to support your learning in appropriate ways. For example, you may use AI to improve grammar and clarity in your writing, fine-tune the structure and flow of your reports, and conduct background research on course-related topics. However, you may not use AI to generate answers for assignments or discussion posts. These activities are designed to help you develop hands-on exercises with analytics tools, work directly with real datasets, and practice writing and interpreting your own findings. Relying entirely on AI to do this work for you undermines your learning and violates the spirit of the course.
- IN-CLASS RECORDING: Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal education use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and deliver by an instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentation such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless, of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.