

PUR 3463 Sports Communication – Spring 2026

Course number: 26979
Tuesday, 3:00-6:00 p.m. – TBA

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Course Description

Welcome to PUR3463: Sports Communication. This course offers instruction and training for both basic and advanced skills and strategies for public relations in sports organizations. From the perspective of the sports communication professional, education will include developing integrated external and internal communication plans to align with organizational mission and goals, while understanding PR ethics and the tasks of engaging with the media, event management, crisis management and communication training for internal constituents.

Course Learning Objectives

Upon completing this course, students will:

- Demonstrate an understanding of the basic skills necessary to effectively carry out day-to-day responsibilities in sports communications professions.
- Demonstrate ability to generate content, including effective writing, from a sports communication perspective.
- Demonstrate ability to develop integrated communications strategies, including internal communication plans, to support a sports organization's mission and goals effectively.
- Distinguish between sports communication perspectives and sports journalism.
- Demonstrate the ability to develop event management plans for a sports communication department.
- Demonstrate understanding and skill strategies in handling negative publicity and communications crises in sports organizations.
- Demonstrate skill for assisting athletes, coaches, sports executives, and owners in handling media interviews effectively.
- Demonstrate ability to manage the use of social media by the organization, staff members, and athletes.
- Demonstrate understanding of the ethics and values of sports communications.
- Develop an understanding of professional opportunities in the career of sports communications.

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work

Key Course Policies

Late or Missed Work:

Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose a full letter grade for each week it is late (e.g. B to a C). Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness; however, you need to notify me before the deadline is missed, not after the fact.

Attendance:

This course focuses on class participation and group discussion. Your attendance is an important aspect of this course. Excessive absences will harm your grade. You are responsible for notifying me in advance of the cause of your absence and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please go [here](#).

AI Policy for Student Work

In this class I want you to produce all your own work without generative AI's assistance. It is important for me to be able to ascertain what you know and can produce unaided on your own. The use of generative AI for your assignments in this class is a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work and if evidence is found that your work is AI generated I will submit your assignment as violating the honor code.

Grading and Assignments

Grading:

I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same criteria. Grades are awarded on the basis of quality, not the amount of time expended. I will round up (e.g., if you get 89.9 points, you earn a A- not a B+). I will keep grades posted on Canvas and it is your responsibility to check on your progress throughout the semester. See key course policies above for late work. Grade components for the class are as follows:

Attendance and Active Participation: 70 points (14 x 5 points)

Attendance and active participation for the 14 classes are required. Students will be expected to participate in various interactive exercises and be fully engaged unless cleared in advance with the professor. You are responsible for notifying the professor in advance of the cause of your absence when possible and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please go [here](#).

Individual Assignments: 180 points (9 x 20 points)

Individual assignments will provide an opportunity for you to follow up and report on topics from previous class in various aspects of media relations area and sports communication.

Individual Writing Assignment: 50 points (1 x 50 points)

Individual writing assignment will provide an opportunity for you to follow up and report on topics from previous class in various aspects of the media relations and sports communication.

Individual Writing Quiz: 50 points (1 x 50 points)

Individual writing quiz will provide an opportunity for you to report on a topic from class in a real time setting.

Exams: 250 points (Exam 1 – 100 points; Exam 2 – 150 points)

Exams will be designed to test the students' understanding of key concepts of media relations and sports communications topics discussed in class.

Final Project/Presentation: 150 points

For the final project, you will detail a professional or collegiate sports organization/athletic department's communications operation. This presentation will need to be comprehensive yet, concise. You will have **8-10 minutes** to provide the information in your presentation.

Grading follows current [UF grading policies](#). The grading scale for the course is as follows:

A	94.0 – 100%	C	74.0 – 76.99%
A-	90.0 – 93.99%	C-	70.0 – 73.99%
B+	87.0 – 89.99%	D+	67.0 – 69.99%
B	84.0 – 86.99%	D	64.0 – 66.99%
B-	80.0 – 83.99%	D-	60.0 – 63.99%
C+	77.0 – 79.99%	E	below 60%

Tentative Course Schedule*

Week 1 January 13	Introduction to Sports and Media/Influential Media
Week 2 January 20	Introducing Sports Public Relations and Careers in Sports Communications and Communication Specialists
Week 3 January 27	Developing Integrated Communication Plans and Key Publics and Lab Work
Week 4 February 3	Developing Internal Communication Plans and Lab Work
Week 5 February 10	Engaging Key Constituents in Social Media/Communication Managers
Week 6 February 17	Preparing for External Communication and Media
Week 7 February 24	Event Management and Event Preview
Week 8 March 3	Exam 1/Event Recap
Week 9 March 9	Event Recaps – Writing Quiz
Week 10 March 24	Publicity Campaigns/Presentations and Public Speaking
Week 11 March 31	Crisis Management
Week 12 April 7	Unmediated Communication Tactics Legal and Ethical Issues in Sports Communications

Week 13 April 14	Final Presentation Group 1
Week 14 April 21	Final Presentation Group 2
April 22	On Line Final Exam Due

University Academic Policy and Resources

Please visit the following [link](#) for Academic and Campus Resources.