

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NY**



**COURSE OUTLINE  
SPMT 311 –SPORTS INFORMATION**

**Developed by: Diane Para, Ph.D. & Matt Metcalf**

**SCHOOL OF SCIENCE, HEALTH, AND CRIMINAL JUSTICE  
Sports Management  
REVISED – MAY 2015**

## SPMT 311: SPORTS INFORMATION

- A. TITLE:** Sports Information
- B. COURSE NUMBER:** SPMT 311
- C. CREDIT HOURS:** 3
- D. WRITING INTENSIVE COURSE:** N
- E. COURSE LENGTH:** 15 weeks
- F. SEMESTER(S) OFFERED:** Fall/Spring
- G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** Three lecture hours per week.
- H. CATALOG DESCRIPTION:** This course is designed to introduce students to the working elements of an effective sports information office in a college setting. Students will learn the techniques and strategies used by sports information professionals for effective communication including writing, publications, web site design and management, digital sports photography, and social media. Students will also be introduced to the various technologies and software widely used in sports information.
- I. PRE-REQUISITIES/CO-COURSES:**
- a.) Pre-requisites: (SPMT 101) Foundations of Sports Management, or permission of instructor
- b.) Co-requisites:
- J. GOALS (STUDENT LEARNING OUTCOMES):**  
**By the end of this course, the student will be able to:**

<b><i>Course Objective</i></b>	<b><i>Institutional SLO</i></b>
a. Explain the purposes and objectives of an effective sports information office	2. Crit. Thinking 3. Prof. Competence
b. Describe the many roles of a sports information professional in a college setting and understand the competencies needed to be an effective sports information professional	2. Crit. Thinking 3. Prof. Competence
c. Write and proofread the various techniques used for communication including press releases, feature stories, and game summaries using APA, Associated Press Stylebook, appropriate language, and grammatical accuracy to achieve consistency and credibility.	1. Communication 2. Crit. Thinking 3. Prof. Competence
d. Describe the use and application of social media in the sports information and examine the challenges social media presents for the sports information professional	2. Crit. Thinking 3. Prof. Competence
e. Explain and interpret statistics in sports and statistical software used in sports information	1. Communication 2. Crit. Thinking 3. Prof. Competence

**K. TEXTS: NONE**

**L. REFERENCES:** APA Style Guide, Associated Press Stylebook

**M. EQUIPMENT:** Technology Enhanced Classroom

**N. GRADING METHOD:** A-F

**O. MEASUREMENT CRITERIA/METHODS:**

- Written assignments
- Group projects
- In class activities and discussions

**P. DETAILED COURSE OUTLINE:**

**I. Introduction and Overview**

- a. Discussion of course expectations, objectives and outcomes
- b. Introduction to the profession and purposes of a modern sports information office
- c. What is the role of a sports information director

**II. Writing Game Stories**

- a. Discuss the inverted pyramid of writing
- b. Discuss headlines, lead paragraphs, and the body of a release
- c. Discuss how to interpret a box score
- c. Discuss positive writing in sports information

**III. Writing Game Previews**

- a. Discuss the need for game previews
- b. Generate a list of items to be included in a game preview

**IV. Writing Feature Stories**

- a. Discuss various techniques to writing feature stories
- b. Discuss various techniques to writing leads for feature stories
- c. Generate a list of questions when interviewing for a feature story

**V. Desktop Publishing**

- a. Discuss the need for desktop publishing
- b. Discuss how desktop publishing has changed
- c. Demonstrate Photoshop and generate in class projects

**VI. Analyzing and Designing Organizational Media**

- a. Effective flyers
- b. Game programs
- c. Media guides
- d. Brochures
- e. Special event publications

**VII. Statistics in Sports**

- a. Introduction to Statcrew, the most widely used statistical software
- b. Hands on application of Statcrew using in-class demonstrations

### **VIII. Digital Photography**

- a. Role of photography in sports information
- b. Tips on sports photography
- c. Hands on learning of sports photography

### **IX. Websites in Sports Information**

- a. Discuss how to design websites and what makes a good website
- b. Introduction to SIDEARM, the most widely used college website program
- c. Demonstration of SIDEARM

### **X. Social Media**

- a. Discuss the impact of social media on sports information
- b. Discuss social media policies in intercollegiate athletic departments

### **XI. Decorum and Positive Writing in Sports Information**

- a. Discuss the need to be positive when writing
- b. Generate a list of terms and phrases not to use when writing

**Q. LABORATORY OUTLINE:** None