



**Center for the Study of  
Sport and Exercise**

**SADL 5070 - Sports  
Media, Social  
Networking & Brand  
Communications**

**Course Syllabus  
Fall 2014**



<b>Instructor:</b> Dr. Galen Trail <b>Email:</b> trailg@seattleu.edu	<b>Course Time:</b> Thursday 6-9pm <b>Location:</b> Pigott 207
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**Text required:** Young, A. (2010). Brand Media Strategy: Integrated Communications Planning in the Digital Era. Advertising Age.  
 Newman, T., Peck, J., Harris, C., & Wilhide, B. (2013). Social Media in Sport Marketing. Holcomb Hathaway, Publishers.  
 SBJ – click on this link [sbjcollege.com/subscribe](http://sbjcollege.com/subscribe) to purchase  
 Readings posted on Canvas.

**Scope of the Course:** Communicating a sport brand effectively is extremely important for any sport organization. This course is intended to provide students with comprehensive coverage on how to develop a strategic and holistic communications plan for a sport organization that drives brand marketing across platforms. Students will gain a clear understanding of how a well thought out strategic communication plan supports the building of a strong sports organization brand. Students will learn about the various communication tools available today, how to use them, as well as the pros and cons of each medium. In addition, students will realize the importance of evaluating ROI (Return On Investment) of any communication/advertising campaign.

**Course Objectives:** After successfully completing this course, students will be able to do the following:

Objective	Learning Outcome	Evaluative Tool
1. Explain and delineate the importance of having a comprehensive media communications strategy to improving the brand of a sport organization.	Content Knowledge, Discovery and Inquiry, Critical Thinking, Communication, Social Responsibility	In-class assignments, quizzes , & Communications Plan
2. Apply the theories and research paradigms to develop and evaluate a strategic communications plan.	Content Knowledge, Discovery and Inquiry, Critical Thinking, Communication,	In-class assignments & Communications Plan
3. Create a strategic communications plan that provides a synopsis and recommendations for a sport organization. Specifically the student will:		
a. Determine goals for communications plans	Content knowledge, Discovery and Inquiry, Critical Thinking,	In-class assignments & Communications Plan

b. Identify and profile audiences	Discovery and Inquiry, Critical Thinking, Numeracy, Technology	In-class assignments & Communications Plan
c. Develop messages	Content knowledge, Discovery and Inquiry, Critical Thinking	In-class assignments & Communications Plan
d. Select communication channels	Content knowledge, Discovery and Inquiry, Critical Thinking, Technology	In-class assignments & Communications Plan
e. Choose activities & materials	Content knowledge, Discovery and Inquiry, Critical Thinking	In-class assignments & Communications Plan
f. Determine how to implement communication plans	Content knowledge, Critical Thinking	In-class assignments & Communications Plan
g. Make recommendations for evaluating plan	Content knowledge, Discovery and Inquiry, Critical Thinking, Numeracy, Communication	In-class assignments & Communications Plan
h. Provide a written and oral presentation of a plan	Communication, Technology	In-class assignments & Communications Plan

**Course Requirements and Assignments:**

1. Presenting PowerPoint slides weekly (20 points)
2. SBJ Presentation (30 points)
3. Assignments (250 points)
4. Written communications plan (300 points).
5. Oral presentation of communications plan (100 points).
6. Final exam (100 points)

**Course Expectations:**

To do well in this class, you will probably need to spend **at least** 10 hours per week **outside** of class on the readings, preparing for the quizzes, and doing the assignments. Please plan accordingly. Late assignments are accepted with a penalty of 10% per calendar day, starting immediately after the drop box closes.

**Grading Scheme:**

93.33+% = A	80.00+% = B-	70.00+% = C-
90.00+% = A-	76.67+% = C+	60.00+% = D
86.67+% = B+	73.33+% = C	0.00+% = F
83.33+% = B		

## Course Calendar

Unit #	Date	Topic	Readings	In class Assignments	Assignments Due	Guest Speaker
1	9/25	Foundations, Branding, Digital Media, New Media	<p>In Young (2010) Intro, Chapter 1, &amp; Chapter 2, In Newman et al. (2013), Ch. 1, 2, &amp; pages 45-58.</p> <p>From Stretched to Strengthened (pdf on Canvas)</p> <p>5 Social Media Trends for 2014: New Research <a href="http://www.socialmediaexaminer.com/social-media-trends-2014/">http://www.socialmediaexaminer.com/social-media-trends-2014/</a></p> <p>3 Steps to Getting Started With Social Media <a href="http://www.socialmediaexaminer.com/getting-started-with-social-media/">http://www.socialmediaexaminer.com/getting-started-with-social-media/</a></p> <p>How to Get Started With Social Media Marketing <a href="http://www.socialmediaexaminer.com/get-started-with-social-media/">http://www.socialmediaexaminer.com/get-started-with-social-media/</a></p>	Get in groups of two. Choose a digital media platform and explain it to the class. Bring an example up on the screen. Use lots of examples of what the platform can and cannot do for a sport organization.		<b>Eric Guerra</b> – SU Associate AD of Communications and Operations (6pm)
2	10/2	Communications Planning	<p>In Young, Chapter 3, &amp; In Newman et al. (2013) pp. 59-67</p> <p>The Digital Consumer (pdf on Canvas)</p> <p>5 Social Media Tips for Finding and Engaging Your Target Audience: New Research <a href="http://www.socialmediaexaminer.com/5-social-media-tips-for-finding-and-engaging-your-target-audience-new-research/">http://www.socialmediaexaminer.com/5-social-media-tips-for-finding-and-engaging-your-target-audience-new-research/</a></p> <p>10 Tips for Creating Your Social Media Strategy <a href="http://www.emergestudio.net/blog/10-tips-for-creating-your-social-media-strategy">http://www.emergestudio.net/blog/10-tips-for-creating-your-social-media-strategy</a></p> <p>Major Mobile Milestones in May: Apps Now Drive Half of All Time Spent on Digital <a href="http://www.comscore.com/Insights/Blog/Major-Mobile-Milestones-in-May-Apps-Now-Drive-Half-of-All-Time-Spent-on-Digital#imageview/0/">http://www.comscore.com/Insights/Blog/Major-Mobile-Milestones-in-May-Apps-Now-Drive-Half-of-All-Time-Spent-on-Digital#imageview/0/</a></p>	Choose groups for Strategic Communication Plan	<b>Room Change Pigott 203</b>	<p><b>Kent Lewis – 6-7pm</b> President &amp; Founder, Anvil Media, Inc.</p> <p><b>Joe McClanahan - 7:30pm</b> business development manager Merkle   5th Finger</p>

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3	10/9	Communications Goals & ROI	<p>In Young Chap. 4 In Newman et al. (2013) Ch. 9.</p> <p>5 Reasons You Should Measure Social Media ROI <a href="http://www.socialmediaexaminer.com/social-media-return-on-investment/">http://www.socialmediaexaminer.com/social-media-return-on-investment/</a></p> <p>The Metrics That Matter: Website analytics that show you how to improve conversions and lift ROI <a href="http://www.targetmarketingmag.com/webinar/website-analytics-show-you-improve-conversions-lift-roi#">http://www.targetmarketingmag.com/webinar/website-analytics-show-you-improve-conversions-lift-roi#</a></p> <p>How to Use the New Google Analytics Social Reporting Tool <a href="http://www.socialmediaexaminer.com/google-analytics-social-reports/">http://www.socialmediaexaminer.com/google-analytics-social-reports/</a></p>	2 SBJ presentations	#1 Identify Focal Organization, find market research, access marketing plan (15 points)	<b>Carter Henderson (6pm)</b> – Assoc. Athletic Director for Public Relations & Communications
4	10/16	Target Analysis & Moments of Receptivity	<p>In Young, Chaps. 5 &amp; 8</p> <p>Year in Sports Media Report 2013 &amp; Social Media Marketing Industry Report Pdfs on Canvas</p>	2 SBJ presentations	#2 Determine Goals for Communication Plan (20 points)	<b>Shannon Burley – Vice President of Marketing, Seattle Storm (6pm)</b>
5	10/23	Central Communication/ Creative Platform	<p>In Young, Chapter #7</p> <p>7 Mobile Social Marketing Tips to Connect With Mobile Users <a href="http://www.socialmediaexaminer.com/mobile-social-marketing/">http://www.socialmediaexaminer.com/mobile-social-marketing/</a></p> <p>Online Marketing vs. Mobile Marketing <a href="https://www.youtube.com/watch?v=nWWeEujprEE">https://www.youtube.com/watch?v=nWWeEujprEE</a></p> <p>The Next Wave of Mobile (skim pdf on Canvas)</p>	2 SBJ presentations	#3 Identify and Profile Audience (Should already be done through your identification of relevant market segments.) Identify Moments of Receptivity (Media, Venue, etc.) (20 points)	<b>Heidi Dettmer – Senior Marketing Manager Seattle Sounders FC</b>

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6	10/30	Campaign Architecture	<p>In Young, Chapter #9, &amp; In Newman et al. (2013) Ch. 4-8.</p> <p>2013 Social Media Marketing Report  <a href="http://www.socialmediaexaminer.com/SocialMediaMarketingIndustryReport2012.pdf?9d7bd4">http://www.socialmediaexaminer.com/SocialMediaMarketingIndustryReport2012.pdf?9d7bd4</a></p>	2 SBJ presentations	#4 Develop Messages (20 points)	Rosie Selle – Marketing Manager for AEG
7	11/6	Idea Amplification & Digitizing Brand Media Strategy	<p>In Young, Chapters #6 &amp; #10, &amp;</p> <p>The 7 whiteboard Sessions Every Social Media Strategist Needs to Have in 2012  <a href="http://info.spredfast.com/rs/spredfast/images/Spredfast_7%20Whiteboard%20Sessions%20Guide.pdf?mkt_tok=3RkMMJWWfF9wsRokuqzNZKXonjHpfsX56e0qXq62IMI%2F0ER3fOvrPUfGjI4ASMtmI%2FqLAzICFpZo2FFLCvKQelZB6eE%3D">http://info.spredfast.com/rs/spredfast/images/Spredfast_7%20Whiteboard%20Sessions%20Guide.pdf?mkt_tok=3RkMMJWWfF9wsRokuqzNZKXonjHpfsX56e0qXq62IMI%2F0ER3fOvrPUfGjI4ASMtmI%2FqLAzICFpZo2FFLCvKQelZB6eE%3D</a></p> <p>Culture Club: "They Come and Go" on Mobile  <a href="http://aquent.com/learn_more/resources/files/webcast-120620/playback.htm">http://aquent.com/learn_more/resources/files/webcast-120620/playback.htm</a>  <a href="http://www.slideshare.net/aquentweb/aquentama-webcast-culture-club-mobile">http://www.slideshare.net/aquentweb/aquentama-webcast-culture-club-mobile</a></p> <p>7 Tips for Creating a Social Media Plan  <a href="http://www.socialmediaexaminer.com/social-media-plan-for-your-business/">http://www.socialmediaexaminer.com/social-media-plan-for-your-business/</a></p>	2 SBJ presentations	#5 Select Communications Channels (15 points)	Randy Adamack – Seattle Mariners, Vice President, Communications

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8	11/13	Activating the Plan	<p>In Young, Chapter 11 &amp;</p> <p><b>Build the Right Foundation for Effective Digital Marketing - Best Practices in Web Content Management</b>  <a href="https://cc.readytalk.com/cc/playback/Playback.do?id=54sbzf">https://cc.readytalk.com/cc/playback/Playback.do?id=54sbzf</a></p> <p><b>3 Social Media Automation Tools for Marketers</b>  <a href="http://www.socialmediaexaminer.com/3-social-media-automation-tools-for-marketers/">http://www.socialmediaexaminer.com/3-social-media-automation-tools-for-marketers/</a></p>	2 SBJ presentations	#6 Choose Activities & Material (20 points)	

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9	11/20	Evaluating the Plan	<p>In Young, Chapter 12, &amp;</p> <p>The Past, Present &amp; future of Webinar Metric: 6 KPIs to Measure  <a href="https://cc.readytalk.com/cc/playback/Playback.do?id=w84fm">https://cc.readytalk.com/cc/playback/Playback.do?id=w84fm</a></p> <p><b>Four Steps to Creating an Effective Marketing Dashboard</b>  <a href="https://cc.readytalk.com/cc/playback/Playback.do?id=570a5v">https://cc.readytalk.com/cc/playback/Playback.do?id=570a5v</a></p> <p>How to Track Social Media Traffic with Google Analytics  <a href="http://www.socialmediaexaminer.com/how-to-track-social-media-traffic-with-google-analytics/">http://www.socialmediaexaminer.com/how-to-track-social-media-traffic-with-google-analytics/</a></p> <p>5 Simple Metrics to Track your Social Media Efforts  <a href="http://www.socialmediaexaminer.com/metrics-to-track-your-social-media-efforts/">http://www.socialmediaexaminer.com/metrics-to-track-your-social-media-efforts/</a></p> <p>Google Analytics Adds Social Reports  <a href="http://www.socialmediaexaminer.com/google-analytics-adds-social-reports-this-week-in-social-media/">http://www.socialmediaexaminer.com/google-analytics-adds-social-reports-this-week-in-social-media/</a></p> <p><b><u>The World's Largest Focus Group: Using Social Media Analysis to Understand Today's Real-Time Consumer</u></b>  <a href="https://cc.readytalk.com/cc/playback/Playback.do?id=hjbxp">https://cc.readytalk.com/cc/playback/Playback.do?id=hjbxp</a></p> <p>Using Metrics to Prove Social Media ROI Success  <a href="http://www.slideshare.net/WebTrends/using-metrics-to-prove-social-media-roi-success?WT.i_asset_id=EML%20ANA%20NOV0712%20Lovett%20Social%20Media%20ROI%20Webinar%20Attendee%20FU&amp;WT.i_dcsv_id=trailg@seattleu.edu&amp;source=Email&amp;WT.mc_id=7014000000UQAM&amp;elq=207f50728e4a465e96d47ea0615c7b87&amp;elqCampaignId=998">http://www.slideshare.net/WebTrends/using-metrics-to-prove-social-media-roi-success?WT.i_asset_id=EML%20ANA%20NOV0712%20Lovett%20Social%20Media%20ROI%20Webinar%20Attendee%20FU&amp;WT.i_dcsv_id=trailg@seattleu.edu&amp;source=Email&amp;WT.mc_id=7014000000UQAM&amp;elq=207f50728e4a465e96d47ea0615c7b87&amp;elqCampaignId=998</a></p> <p>5 Social Media Monitoring Tools to Simplify Your Marketing  <a href="http://www.socialmediaexaminer.com/5-social-media-monitoring-tools-to-simplify-your-marketing/">http://www.socialmediaexaminer.com/5-social-media-monitoring-tools-to-simplify-your-marketing/</a></p>	2 SBJ presentat ions	#7 Determine how to implement the plan (20 points)	

## Course Calendar

Unit #	Date	Topic	Readings	In class	Assignments Due	Guest Speaker
	11/27	Thanksgiving (no class)			Assignment #8 - Identify evaluation tools to be used on the plan and how to implement (20 points)	
10	12/4	Presentations	Presentations		Presentations	Presentations
	12/11	Final Exam	6-8 PM	Thursday	December 12th	

**I reserve the right to modify this syllabus at any time.**



### **MISSION STATEMENT:**

Seattle University is dedicated to educating the whole person, to professional formation, and to empowering leaders for a just and humane world.

#### **Vision**

We will be the premier independent university of the Northwest in academic quality, Jesuit Catholic inspiration, and service to society.

#### **Values**

- **Care**  
We put the good of students first.
- **Academic Excellence**  
We value excellence in learning with great teachers who are active scholars.
- **Diversity**  
We celebrate educational excellence achieved through diversity.
- **Faith**  
We treasure our Jesuit Catholic ethos and the enrichment from many faiths of our university community.
- **Justice**  
We foster a concern for justice and the competence to promote it.
- **Leadership**  
We seek to develop responsible leaders committed to the common good.

### **DIVERSITY STATEMENT:**

Seattle University both celebrates and promotes safe and healthy community life for people of all races, religions, national origins, socio-economic classes, gender identities and expressions, sexual orientations, physical and learning abilities, and ages by modeling behavior and articulating expectations that we live and work together in one community, bound together by our commitment to learning and respect for one another. Excellence and diversity at Seattle University are inextricably tied. We have a deep understanding of, and commitment to, the fact that to be an excellent university we must be diverse in all aspects of our work. No discrimination will be tolerated.

### **ACADEMIC CONDUCT**

*You are expected, at all times, to act with academic integrity.*

Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Academic Honesty Policy. Without regard to motive, student conduct that is academically dishonest, evidences lack of academic integrity or trustworthiness, or unfairly impinges upon the rights and privileges of others is prohibited. See the following web page for additional information; <http://www.seattleu.edu/registrar/page.aspx?ID=87>

## **STUDENT SUPPORT**

*A recent American College Health Survey found stress, sleep problems, anxiety, depression, interpersonal concerns, death of a significant other and alcohol use among the top ten health impediments to academic performance. Students experiencing personal problems or situational crises during the quarter are encouraged to contact the Seattle University's Counseling and Psychological Services (CAPS) [(206)-296-6090; <http://www.seattleu.edu/student/counsel/index.asp>] for assistance, support and advocacy. This service is free and confidential.*

**“Students with documented disabilities that affect their ability to participate fully in the course or who require special accommodations are encouraged to speak with the instructor so that appropriate accommodations can be arranged.”**

**The Disability Services Office can be accessed by this url:**

**<http://www.seattleu.edu/sas/DisabilityServices/default.aspx?id=28360>**