**PROPOSAL SUMMARY AND ROUTING FORM**

**Proposal Title:** COMM 390: Sports Communication

- **Initiating Unit or Individual:** Sandy Alspach
- **Contact Person's Name:** Sandy Alspach  e-mail: alspachs@ferris.edu  phone: 591-2779
- **Date or Term of Proposal Implementation:** Spring 2011
  - Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
  - Group I - B – New minors or concentrations
  - Group II - A – Minor curriculum clean-up and course changes
  - **Group II - B – New Course**
  - Group III - Certificates
  - Group IV – Off-Campus Programs

<table>
<thead>
<tr>
<th>Group/Individual</th>
<th>Signature</th>
<th>Date</th>
<th>Vote/Action *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program or Academic Unit Faculty</td>
<td></td>
<td>3/17/10</td>
<td>9 Support Support with Concerns</td>
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<tr>
<td>Department Faculty</td>
<td></td>
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<tr>
<td>Department Head</td>
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<td>3/17/10</td>
<td>1 Support Support with Concerns</td>
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<td>College Curriculum Committee</td>
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<tr>
<td>Dean</td>
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<td>3/23/10</td>
<td>1 Support Support with Concerns</td>
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<td>University Curriculum Committee</td>
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<td>Senate</td>
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<tr>
<td>Academic Affairs</td>
<td></td>
<td>3/26/10</td>
<td>1 Support Support with Concerns</td>
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* Signature of **Support** or **Not Support** must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs

- President (Date Approved)
- Board of Trustees (Date Approved)
- President's Council (Date Approved)
1. Proposal Summary
   (Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights.
   Additional rationale may be attached.)
   The sports industry has become a major player in the national and world economy.
   Beyond the obvious competition events involving players, coaches and spectators, the industry requires many support personnel to administer, market, and broadcast events. At every level of involvement, appropriate and effective communication is required. This course offers students pursuing careers in the sports industry an opportunity to acquire knowledge and develop skills and attitudes for achieving competent ‘sports communication’.

2. Summary of All Course Action Required*

   a. Newly Created Courses to FSU:
      Prefix  Number  Title
      COMM  390  Sports Communication

   b. Courses to be Deleted From FSU Catalog:
      Prefix  Number  Title

   c. Existing Course(s) to be Modified:
      Prefix  Number  Title

   d. Addition of existing FSU courses to program
      Prefix  Number  Title

   e. Removal of existing FSU courses from program
      Prefix  Number  Title
3. Summary of All Consultations

<table>
<thead>
<tr>
<th>Form Sent (B or C)</th>
<th>Date Sent</th>
<th>Responding Dept.</th>
<th>Date Received &amp; by Whom</th>
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<tbody>
<tr>
<td>C</td>
<td></td>
<td>FLITE</td>
<td></td>
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</tbody>
</table>

4. Will External Accreditation be Sought? (For new programs or certificates only)

________ Yes  X No

If yes, name the organization involved with accreditation for this program.

5. Program Checksheets affected by this proposal.
FLITE SERVICES CONSULTATION FORM

To be completed by the liaison librarian and approved by the Dean of FLITE. All returned forms should be included in the proposal. **FLITE must respond within 20 calendar days of receipt of this form to insure that the form is included in the final proposal.**

**FAILURE TO RESPOND IS CONSIDERED AS SUPPORT OF THE CHANGE.**

RE: Proposal Title: **(New Course) COMM 390: Sports Communication**

Projected number of students per year affected by proposed change: **32**

Initiator(s): **Sandy Alspach**

Proposal Contact: **Sandy Alspach** Date Sent: **3/19/10**

Department: **Humanities** Campus Address: **Johnson Hall 127**

(Please print)

Liaison Librarian Signature: ____________________ Date: _____________

Dean of FLITE Signature: ____________________ Date Returned: _____________

Based upon our review on ___________ (date), FLITE concludes that:

☐ Library resources to support the proposed curriculum change are currently available.

☐ Additional Library resources are needed but can be obtained from current funds.

☐ Support, but significant additional Library funds/resources are required in the amount of $__________

☐ Does not support the proposal for reasons listed below.

Comment regarding the impact this proposal will have on library resources, collection development, programs, etc. Use additional pages if necessary.
NEW COURSE INFORMATION FORM

Course Identification:

Prefix: COMM  
Number: 390  
Title: Sports Communication

Course Description:
Students examine how participants in and observers of sports communicate. They analyze how the sports industry has evolved, maintains itself, and continues to grow as a cultural phenomenon. They analyze how sports organizations function through integration of athletes, manager, and audiences. This course features guest speakers from the sports industry.

Course Outcomes and Assessment Plan:

<table>
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<tr>
<th>Outcome</th>
<th>Assessment Strategy</th>
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<tbody>
<tr>
<td>Demonstrate understanding of the role of communication in the sports</td>
<td>Discussion of readings, writing short papers, examinations</td>
</tr>
<tr>
<td>industry</td>
<td></td>
</tr>
<tr>
<td>Apply communication skills as they are valuable in the sports industry</td>
<td>Conduct interviews and interpret interview data, complete written and oral reports of a group project</td>
</tr>
<tr>
<td>Analyze critically how sports are integral to American culture</td>
<td>Write research-based critical essays</td>
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</table>

Course Outline including Time Allocation:

Weeks 1-3  9 hrs.  Sports and Society  
Weeks 4-5  6 hrs.  Athletes and Managers: Motivation, Coaching and Team Dynamics  
Weeks 6-9  12 hrs.  Sports Organizations and Management: Risk Communication  
Weeks 10-12  9 hrs.  Sports and Media  
CREATE NEW COURSE
Course Data Entry Form

FORM F

Create New Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: CREATE A NEW COURSE
Notes
1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 20111 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.

a. Course Prefix  COMM
b. Number  390
c. Enter Contact Hours per week in boxes.
   LECTure 3 LAB  INDependent Study – Check (x)  
   Practicum:  Seminar:  
   (Limit to 30 characters/spaces.)
d. Course Title: Sports Communication

e. College Code: AS  f. Department Code: HUMN
Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.
g. Type:  Variable  X Fixed  h. Minimum Credit Hours 3  i. Maximum Credit Hours 3
j. May Be Repeated for Added Credit: Check (x)  Yes  X No
k. Levels: Check (x)  Undergraduate  Graduate  Professional
l. Grade Method: Check (x)  Normal Grading  X Credit/No Credit only (Pass/Fail)
m. Does proposed new course replace an equivalent course? Check (x)  Yes  X No
n. Equivalent course:  Prefix  Number  See instructions on Replacement courses.
o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.
Students examine how participants in and observers of sports communicate. They analyze how the sports industry has evolved, maintains itself, and continues to grow. They analyze how sports organizations function. This course features guest speakers from the sports industry.
p. Term(s) Offered:  Sp  (See instructions for listing.)  q. Max. Section Enrollment: 32

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. COMM 105 or COMM 121 or COMM 221, with minimum grade of C.

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
☐ Basic Skill (BS) ☐ General Education (GE) ☐ Occupational Education (OC) ☐ G.E. Codes

Office of the Registrar use ONLY

Date Rec'd:  Date Completed:  Entered: SCACRSE _ SCADTL _ SCARRES _ SCAPREQ _
COLLEGE OF ARTS AND SCIENCES COURSE ASSESSMENT TEMPLATE
DEPARTMENT OF HUMANITIES

COURSE PREFIX, NUMBER AND TITLE: COMM 390, Sports Communication

NAME: Sandy Alspach
CURRENT DATE: March 16, 2010

STUDENT LEARNING OUTCOMES
1. demonstrate understanding of the role of communication in the sports industry
2. apply communication skills as they are valuable in the sports industry
3. analyze critically how sports are integral to American culture

EVALUATION OF STUDENT ACHIEVEMENT
1. discussion of readings, short papers, examinations
2. conduct interviews and interpret interview data, complete written and oral reports of a group project
3. write research-based critical essays

COURSE EVALUATION STRATEGIES (How will course successes be measured?)

1. 80% of the students enrolled will earn 80% (B-) or better on all assignments.
2. Student Assessment of Instruction reports will reflect positive experiences for 90% of the students enrolled.