

# KIN 183: INTRODUCTION TO SPORTS INFORMATION

## Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2021
Credits:	3
Total Contact Hours:	54
Lecture Hours :	54
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	108
Strongly Recommended:	ENGL 101.
Transferable to CSU:	Yes
Transferable to UC:	Yes - Proposed
Grading Method:	Standard Letter, Pass/No Pass

## Catalog Course Description

This course will introduce the sports information field. Public relations, website management, marketing, statistical tracking, and office management for the covering and promotion of collegiate and professional sports. 54 lecture hours.

## Course Objectives

- Demonstrate organizational and management skills when applied to the field of sport management.
- Analyze appropriate social media techniques for promotion of a collegiate or professional organization.
- Demonstrate an understanding of the various sports statistical programs and services.
- Analyze the ethical practices of public relations in the collegiate and professional sport settings.

## Major Course Content

1. History of public relations in the field of sports.
2. Public relations principles and strategies.
3. Social media strategies.
4. Digital media strategies.
5. Managing sports information offices.
6. Crisis communication.
7. Sports statistical breakdowns.
8. Sports statistical calculations.
9. Broadcasting and promotion.
10. Career opportunities.

## Suggested Reading Other Than Required Textbook

Instructor developed handouts.

## Examples of Required Writing Assignments

Releases regarding an upcoming event or previous sporting event.

## Examples of Outside Assignments

Develop a management plan coverage of an athletic event, including scheduling of workers for each position necessary.

## Instruction Type(s)

Lecture, Online Education Lecture