RTV4959C: Sports Capstone

Fall 2024

College of Journalism and Communications
University of Florida

Instructor: Eric Esterline
Class Meeting: Canvas-UFO Course

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Course Site: https://ufl.instructure.com
Course Text: NONE
Readings and Resources will be posted and available online.

Overview and Objectives

Usually taken in the last year of study, the capstone sports portfolio course integrates material from previous courses and requires each student to prepare a final project as well as a comprehensive e-portfolio to assist the student in a job search. Students completing the course will demonstrate progress in their written, oral, and communication skills, as well as the ability to think creatively and critically. Those students who complete this course will be prepared to enter and perform satisfactorily in entry-level sports communication and media positions.

Course Learning Objectives

After successful completion of this course, students should be able to:

(1) Interpreting the current issues affecting the sports industry and how they relate to careers in the sports industry
(2) Enhance the understanding of the ethics and values in the sports industry;
(3) Explaining and practicing the skills needed in a job search;
(4) Planning, producing and improving a resume;
(5) Producing and organizing their brand through social and media platforms;
(6) Planning and producing a portfolio to showcase examples of the student's best work to professional audiences
(7) Executing and Implementing the skills and knowledge they have obtained throughout their undergraduate career to produce a final "capstone" multimedia project

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:

- understand and apply the principles and laws of freedom of speech and press for the US
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Course Eligibility

Students must have received a grade of "C" or better in Sports Reporting (JOU4313c and Sports Communication (PUR3463).

Course Grades

The following table outlines the point-accruing components of the course. The total points earned from each component will be summed and divided by the total points possible in the course.

Evaluation Components	Points Per Component	% of Total Grade
Sports Industry Current Events Discussions (15)	10 pts each = 150 pts	10%
Your Sports Job Search Assignments	Various = 75 pts	
Resume Development Project (4) Current Resume = 25 pts Future Resume = 25 pts Cover Letter = 25 pts Final Resume = 75 pts	150 pts	10%

Professional Branding Project (10)	30 pts each = 300 pts	20%
Electronic Portfolio Project (3) Portfolio Check 1 = 50 pts Portfolio Check 2 = 50 pts Final Portfolio = 300 pts	400 pts	27%
Capstone Project (6) Pitch = 25 pts Pre Reporting = 50 pts Sources = 25 pts Draft 1 - 50 pts Draft 2 = 50 pts Final Project = 300 pts	500 pts	33%
Attendance	25	1%
Total	**1600 pts**	**100%**

Assignment Descriptions

SPORTS INDUSTRY CURRENT EVENTS DISCUSSIONS (150 POINTS)
We will hold discussions surrounding various topics in the sports industry, sports careers, or our guest speakers. You will be required to post your thoughts and respond to classmates as well. There will be a rubric for you to follow to ensure you participate and complete it properly.

YOUR SPORTS JOB SEARCH ASSIGNMENTS (75 POINTS)
You will read specified chapters from the provided PDF How to Prepare for Your Sports Job Search and respond to different prompts related to the chapter. These assignments will help you develop a plan of action searching for your job so that you will be more successful in finding a job that fits your needs and skills.

PROJECTS - All projects will be expected to be of high quality work. On days projects are due, students will present a report on their work in class and receive feedback from the instructor and classmates.

Projects will be posted on the course website.

- **Capstone Project (500 points) -** This assignment allows you to produce a new project according to your major option and interests. Eligibility: (1) You may not complete a project in a genre unless you have completed specific coursework for that genre. (2) Your capstone cannot be a rehash or improvement on a previous project, whether produced for class or not. It needs to be a new project. Your pitch must be approved prior to beginning your project, and not all project ideas will be approved. The final project is worth 250 points. The other 250 points are distributed throughout the semester

for checkpoints during the composition of the project.

- **Professional Brand Project (300 points)-** Knowing your personal brand can not only help you market yourself to future employers, it can help you find organizations that are a good fit for you. As a result, it is important to be able to articulate your personal brand before you begin your job search. In this project you will use multiple in-class activities to summarize your personal brand.This project is done over the course of the semester in 10, 30 point assignments.

- **Resume Development Project (150 points)** - 1-2 pages, for the purpose of submitting to potential employers. Must be designed to assignment specifics. The purpose of the resume assignment is to provide you with an opportunity to take an inventory of your skills and experiences as you begin to think about your professional career.

- **Portfolio Site Project (400 points) -** Each student will accumulate items for their portfolio. This portfolio should help prepare you for the opportunities and responsibilities of a college graduate. It will be graded on its quality and completeness, meaning that it should provide excellent artifacts of student learning, as well as a sufficient quantity of such works. Your portfolio must include your capstone project and all "portfolio-required" assignments. The portfolio is designed to house your work done in various classes and/or experiences and must be available online.

LAB - Students will be required to attend a lab session once a week to work on current projects. At the beginning of the semester (Weeks 1-7) students will have lab time to work on their portfolio sites and resumes. Labs will be conducted by the instructor, other faculty and staff from the career resource center. The last half of the semester (Weeks 8-16), students will come in each week to work on different storytelling aspects of their capstone project. We will be working with a multitude of software in the Adobe Creative Suite as well as content platforms like WordPress and students have the opportunity in the lab to develop their websites, social media profiles and put to practice some of the strategies discussed in class. **Attendance is required and expected each week for Lab. See the weekly calendar for Lab topics.**

Grading (grades are rounded up or down to the nearest whole number for grading purposes)

935-1000 points	= A	895-934 points	= A-		
865-894 points	= B+	825-864 points	= B	795-824 points	= B-
765-794 points	= C+	725-764 points	= C	695-724 points	= C-
665-694 points	= D+	625-664 points	= D	595-624 points	= D-
0-594 points	= F				

Course Outline

Week 1	● Introduction to class

	● Imagining life after college ● Discussion of effective capstone pitch and project ● Show examples of past projects
Week 2	● **Capstone Pitch Due, present to class** ● Next Steps ○ Discuss Pre-Reporting ● Career Development ● Professional Brand Project - What are your strengths ● **Guest Speaker -**
Week 3	● **Capstone Pre-Reporting Questions Due** ● Next Steps ○ Communicating with and securing sources ● Job Search Strategies ● Professional Brand Project - What are your weaknesses
Week 4	● **Capstone Sources Due (discuss and critique)** ● **Current Resume Due** ● Professional Brand Project - Tap into your values

Week 5	● **Future Resume Due**
	● Professional Brand Project - The power of passion
	● Creating your Portfolio Website
	    ○ Show examples
	    ○ Go over each platform
	● Resume Development Project
	● **Guest Speaker -**

Week 6	● **Cover Letter Due** ● Professional Brand Project - Pursuing your passions ● Networking; Resume Development Project

Week 7	● **Final Resume Due**
	    ○ Resume Critiques and Analysis
	● Professional Brand Project - Your network
	● Requirements for Portfolio Website-Work Content
	    ○ Video, written and social, best way for displaying
	● **Guest Speaker -**

Week 8	● **MidTerm** ○ Students will provide an update of Capstone Project which will include sharing content gathered with peer evaluation and guest evaluation
Week 9	● **Capstone Draft 1 Due** **Instructor and Peer Critiques** ● Written and interpersonal communication; Discussion of effective portfolio site

	● Professional Brand Project - Your online brand
Week 10	● Job Interviews; Capstone and portfolio workshop ● Requirements for Portfolio Website-About Me ○ Resume, social, home page ● Professional Brand Project - Elevator pitch
Week 11	● **Capstone Draft 2 Due** ○ **Instructor and Peer Critiques via Canvas**

Week 12	● **Portfolio Site Draft Due**
	● Using LinkedIn to your advantage
	  ○ Connecting with appropriate professionals
	  ○ UF Sports Alumni Network
	● **Guest Speaker -**

Week 13	● **Capstone Final Draft Due** ● **Capstone and Portfolio Presentations**

Policies

Attendance Policy

Attendance in the class is required. Excused absences include approved UF attendance exceptions. In all instances of excused absences the instructor and student will work out a plan for completing missed assignments.

Students are expected to participate in all class discussions. Please turn off cell phones prior to class. Sports reporting is a deadline-based profession, so you are expected to arrive on time for each class.

In case of illness, the instructor should be notified in advance and a physician's note may be required. Unexcused absences will result in deductions from the students final percentage score. Requirements for class attendance and make-up exams, assignments and other work in this course are consistent with UF policies which can be found in the online catalog at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx
Attendance is recorded and you **WILL** lose attendance and participation points for absence from class time. This could affect up to 15% of your final grade. There are NO free absences from class. We only meet once a week. For each absence you will lose class participation points, unless you have a note and it is excused and approved by UF.

Online

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Absences and Make-up Work

Students are expected to be in class on time and remain until the dismissal. Absences are unexcused when the professor has not been notified of an acceptable reason within 24 hours of the class meeting. When absent, please contact a fellow student to find out what was missed. You are responsible for all material covered or assigned during classes, even if you are not there. Your grade on late assignments will drop one letter grade for every day they are late.

Academic Integrity

UF students are bound by the Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/ or contact Student Judicial Affairs, P202 **Peabody Hall, 392-1261.**

AI Submission of Intellectual Property

When submitting materials to AI tools, such as assignment instructions or other content, ensure you have the appropriate permissions for any copyrighted elements. Additionally, avoid sharing any information protected under FERPA, including personal data from educational records (provided via ChatGPT, 2024).

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.

In-Class Recordings

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission

of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code

Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Course Grading

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows. https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

U Matter, We Care

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

*NOTE: Topic schedule subject to change based on guest availability and other factors.