

**AUBURN UNIVERSITY
SYLLABUS**

Course Number: EDLD 7970
Course Title: Special Topics: Sport Ethics and Public Relations
Credit Hours: 3 semester hours
Prerequisites: None
Corequisites: None

Date Syllabus Prepared: May 24, 2010

Texts: Readings in sport ethics and public relations, available online or distributed by instructor.

Each student should have a copy of the 6th edition of the *Publication Manual of the American Psychological Association*.

Course Description: Covers ethical issues and public relations in sport organizations (Special topics course).

Course Objectives:

1. To have an appreciation for ethical issues in sport organizations and the extent to which ethics informs the management of sport organizations.
2. To understand the public relations function in sport organizations.
3. To practice writing and speaking skills.

Course Content:

Topics in sport ethics, including but limited to amateurism, recruiting, gambling, performance enhancing drugs, sportsmanship, media and sponsorship, the emphasis on winning in sport, the social criticism of college sports, and the treatment of women in sport; The public relations function in sport organizations.

Course Calendar (TENTATIVE)

May 24	Organizational meeting
May 31	Memorial Day observed
June 7	Amateurism Recruiting
June 14	Recruiting Gambling
June 21	Performance enhancing drugs Sportsmanship
June 28	Sportsmanship Media and sponsorship
July 5	Independence Day observed
July 12	Emphasis on winning Social criticism of college sports
July 19	Social criticism of college sports Women in sports
July 26	Public relations in sport Presentations begin
August 2	Presentations conclude

Course Requirements:

1. Students are expected to read all assignments, to be present for all classes, and to participate in class discussion. Each student shall present readings assigned by the instructor.
2. The class will be divided into groups according to common academic interests. Each group shall prepare a presentation and shall write an accompanying paper on some aspect of ethics in sport. The presentation shall be for a period not more than 35 minutes, at least 10 minutes of which should be reserved for questions. Further, the presentation shall include a summary handout for classmates and shall include conventional transparencies or Microsoft Powerpoint. The paper shall be 8-12 pages in length and shall include 10 references, a majority of which should be from scholarly journals. Finally, the paper shall be prepared in accordance with the style of the *Publication Manual of the American Psychological Association* (6th edition).

Grading and Evaluation:

Presentation of readings.....	25 points
Group presentation.....	25 points
Project paper.....	<u>50</u> points
Total.....	100 points

Grading Scale

90 and above	= A
80-89	= B
70-79	= C
60-69	= D
below 60	= F

Class Policy Statements:

Auburn University, Office of the Provost

- A. Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.
- B. Excused absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the *Tiger Cub* for more information on excused absences.
- C. Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstance, no make-up exams will be arranged during the last three days before the final exam period begins.
- D. Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the *Tiger Cub* will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.
- E. Disability Accommodations: Students who need special accommodations in class, as provided by the Americans with Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodations Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 844-2096 (V/TT).
- F. Course contingency: If normal class and/or lab activities are disrupted due to illness, emergency, or crisis situation, the syllabus and other course plans and assignments may be modified to allow completion of the course. If this occurs, an addendum to your syllabus and/or course assignments will replace the original materials.

Auburn University College of Education

- G. Professionalism: As faculty, staff, and students interact in professional settings, they are expected to demonstrate professional behaviors as defined in the College's conceptual framework. These professional commitments or dispositions are listed below:
- Engage in responsible and ethical professional practices
 - Contribute to collaborative learning communities
 - Demonstrate a commitment to diversity
 - Model and nurture intellectual vitality

Instructor:

Olin L. Adams III earned his Ph.D. in Higher Education at Ohio University (Athens, Ohio). He also holds the M.B.A. in Accounting, *cum laude*, from Mount Saint Mary's College (Emmitsburg, Maryland) and the A.B. in History from Centre College (Danville, Kentucky).

Adams joined the faculty of EFLT at Auburn in Fall 2000, following 10 years on the Accounting faculty at Ohio University. Licensed as a C.P.A. by the State of Maryland, he practiced accounting in that state for eight years prior to pursuing an academic career.

Adams' primary research interests are the business affairs of higher education and of intercollegiate athletics. He has conducted two national studies of managerial accounting practices in four-year institutions. Adams also has published research on leading issues in higher education finance, cost control in higher education, the business model in intercollegiate athletics, and the tax exempt status of intercollegiate athletics. His continuing research includes studies of the changing revenue structure in public higher education institutions, the NCAA system of revenue and cost management, cost control in intercollegiate athletics, and the costs and benefits of college football stadium expansion. Adams serves as chair of the sport management minor at Auburn.

Adams is the son of Juanita V. Adams and the late Olin L. Adams, Jr. His father was a veteran of World War II, with service in the Army Air Corps. He received his doctorate from the University of Maryland and served as a school superintendent for 31 years in five districts across four states. Adams' mother remains active in her community garden and women's clubs. Her second cousin, Fred M. Vinson, was chief justice of the United States from 1946 until his death in 1953.

Adams grew up in the Midwest and Knoxville, Tennessee. At Centre he was a sports writer for the campus newspaper, public address announcer for home football games, and official scorer at home basketball games. Adams' outside interests today include exercise, college athletics, and Thoroughbred horse racing. He enjoys the music of Frank Sinatra and Elvis Presley.

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