

The course will feature an analysis of sports public relations as a function of driving business objectives and the skills necessary to help do so specifically in sports media relations and public relations efforts. We will use modern public relations frameworks that

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@ Á æ ^ , [\ Á - Ä Ü Ö Á] [] [~ } & ä Ä - Ü - D which covers research, I g01035>6003BdWg1(e)-6(a)--6

Expected learning outcomes

Grading

Assignment or category	Points and Percent
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Readings

On top of two required books,

Parachute Sessions: I strongly believe that being able to develop key messages is not only

- Online Practice quizzes:
<https://global.oup.com/us/companion.websites/9780199846412/student/apresources/apquiz/>
- Quizlet flash cards:
<https://quizlet.com/2046964/ap-style-quiz-flash-cards/>
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Student participation requirements

Academic integrity policy

Policies for this course

Written assignments

SCHEDULE AND SCHEDULE DISCLAIMER



TENTATIVE COURSE SCHEDULE

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KEY DATES & DUE DATES: ASSIGNMENTS, QUIZZES AND PROJECTS

(for all groups)

