

MCOM 492 Ireland: History, Sport and Culture
A USD Faculty-Led Program
Summer 2018

Instructor:	Colleen Evans	Office hours:	By appointment
Email:	Colleen.Evans@usd.edu	Classroom:	112 Weeks
Office:	Weeks 101J	Tour date:	May 6-19, 2018
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Course Description:

From an academic perspective, Ireland offers fantastic opportunities for students to study history, sport & culture. This program will explore the deep historical and cultural roots of Ireland while also comparing and contrasting the U.S. sports model. Students will participate and experience the impact of social media on sport giving this course both a historical look and modern day experience. Sport played a significant role in the Irish struggle for independence and identity. Ireland has a truly fascinating history and culturally rich people. No prerequisites.

Course Outcomes:

1. Learn and appreciate a different culture in current day Ireland and the influence of sport on society.
2. Develop an interest in international travel and issues while broadening perspectives on the global marketplace and fostering a desire for future travel opportunities.
3. Learn and appreciate the sporting history and culture of Irish athletes.
4. Experience the use and impact of social media during international travel
5. Understand fundamental concepts in social media and best practices in online community building with customers, clients, and colleagues.
6. As a part of a global community, students will develop a broader, more enlightened perspective of the world which will help them cultivate an international perspective.

Course Requirements: Active Participation

1. Participation: (40 %)

Students must participate in **all** activities on the itinerary for the USD Study Tour to Ireland, the pre-tour class discussions and presentations.

2. Social Media (20%)

Students must post to social media on a daily basis throughout the trip. Postings should include personal observations and serve as evidence of the tour's educational experience, specifically what the student has learned with regard to culture and sport in Ireland. Students must use the #MCOM492Ireland on posts. Students will create a social media strategy prior to departure, possibly a class blog. Social media may also be used to drive traffic to their blog.

3. Presentations prior to and during the trip: (20%)

Students will develop a social media plan to use during the trip. They will prepare a brief (5-10 minutes) presentation of their plan and present to the class prior to departure. A brief outline and a 1-page summary of the plan is to be turned in at the time of the presentation.

Approximately mid-way through the trip, we will have a half-day of lecture and discussion comparing and contrasting the Irish sport model to the U.S. model, and how social media and marketing strategies are used in Ireland to promote their sports. Students will be broken into small groups to more deeply research topics and present back to the group. An outline of the key points of the presentation should be emailed to the instructor during the trip or immediately upon return to the U.S.

4. Final paper (20%)

A final paper is to be turned in within one week of return to the U.S. This should compare and contrast the Irish sport model to the U.S. model, what their experience was of using social media during the trip and

include the student's thoughts about Ireland, what they learned about Ireland's marketing strategies and their perspective on international travel. This should be between 2-3 pages and have at least two sources cited. The paper should be in 12-point font, double-spaced with 1-inch margins.

Course Evaluation: The grading scale is as follows:

90-100%=A 80-89%=B 70-79%=C 60-69%=D

Course Schedule:

Pre-tour Class discussion: TBD

Pre-tour Group presentations: MEETING DAY/TIME TBD.

A 10-12 minute presentation from each student (or small groups depending on the number of participants) on an assigned topic pertinent to the trip will be given.

Course expectations: Students must comply with all institutional policy during tour participation, and are expected to obey all relevant laws while traveling in the U.S. and abroad.

In addition to the policies approved by the University Senate, faculty must include the statements below in all course syllabi. The first statement is now required by the Board of Regents. Statements 2 and 3 are University of South Dakota requirements.

1. *Freedom in learning. Students are responsible for learning the content of any course of study in which they are enrolled. Under Board of Regents and University policy, student academic performance shall be evaluated solely on an academic basis and students should be free to take reasoned exception to the data or views offered in any course of study. Students who believe that an academic evaluation is unrelated to academic standards but is related instead to judgment of their personal opinion or conduct should contact the dean of the college which offers the class to initiate a review of the evaluation.*
2. *Any student who feels s/he may need academic accommodations or access accommodations based on the impact of a documented disability should contact and register with Disability Services during the first week of class. Disability Services is the official office to assist students through the process of disability verification and coordination of appropriate and reasonable accommodations. Students currently registered with Disability Services must obtain a new accommodation memo each semester.*

For information contact:

*Ernetta L. Fox, Director
Disability Services
Room 119 Service Center
(605) 677-6389
www.usd.edu/ds; dservices@usd.edu.*

3. *No credit can be given for a dishonest assignment. At the discretion of the instructor, a student caught engaging in any form of academic dishonesty may be:*
 - a. *Given a zero for that assignment.*
 - b. *Allowed to rewrite and resubmit the assignment for credit.*
 - c. *Assigned a reduced grade for the course.*
 - d. *Dropped from the course.*
 - e. *Failed in the course.*