



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sports Communication and Social Media							
Course Code		SYB215		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Social aspect of sports, functions, effects, power of media, social role, duties and responsibilities, principles of media, sports and media relations, effects of media on sports.							
Course Content		Sports and media concepts, relationship and interaction with each other							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Assoc. Prof. Hasan ULUKAN							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Recep Cengiz; A. Azmi Yetim (2016) Effective Communication in Sports, Sports Publishing House
2	Cem Çetin (2015) Sports Communication, Nobel Publication Distribution, Ankara
3	Kadir Yıldız (2016) Sports and Communication Through Information and Communication Technologies, Nobel Publication Distribution, Ankara
4	aul Heyer, David Crowley (2014) History of Communication, Translator: Berkay Ersöz, Political Bookstore.
5	Andrew C. Billings, Michael L. Butterworth, Paul D. Turman (2011) Communication and Sport, SAGE Publications
6	Andrew C. Billings (2016) Defining Sport Communication, Taylor & Francis

Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of communication.
2	Theoretical	Self and consciousness, perception and awareness.
3	Theoretical	Listening and nonverbal communication.
4	Theoretical	Attitudes and behaviors.
5	Theoretical	Defense mechanisms, rifts and conflicts.
6	Theoretical	Prejudice.
7	Theoretical	Empathy - emotional intelligence.
8	Intermediate Exam	Midterm
9	Theoretical	Culture and communication.
10	Theoretical	Mass communication and communication problems.
11	Theoretical	Communication Management in Sports Clubs.
12	Theoretical	Sport Club and Fans Communication in Turkey.
13	Theoretical	Communication skills of coaches in different sports branches.
14	Theoretical	General review and discussion.
15	Final Exam	Final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	1	19	1	20
Midterm Examination	1	9	2	11



Final Examination	1	11	2	13
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To be able to comprehend general communication principles.
2	To be able to define communication types.
3	To be aware of communication problems and to prevent them from occurring.
4	To learn to build empathy.
5	To learn the relationship and interaction of the basic concepts of media with sport

### Programme Outcomes (Sports Management)

1	1. To be able to explain the elements of management and organization and to apply the functions of management in sports organizations
2	2. To be able to understand the interdisciplinary and the multidisciplinary nature of the field of sport management.
3	3. To be able to comprehend the knowledge, skills and values related to the management of the general business areas in addition to sports industry at the top-level.
4	4. To be able to define and explain internal and external factors that shape and influence the sports in our country and the World.
5	5. To be able to comprehend and interpret the technical strategies and the managerial skills of the branch of sports chosen.
6	The skill of creating, applying and interpreting the plans of project and program
7	7. To be able to develop strategies financially for the sports organizations, to evaluate the budgets, the sources of income and the expenses
8	8. To be able to comprehend and interpret how the ethical principles influence the process of financial, marketing and administrative decision-making at the sports organizations
9	9. To be able to know the basic principles and methods of the sports marketing at the national and international level
10	10. To be able to understand the qualitative and quantitative analysis and be able to use them effectively

