



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations in Sports							
Course Code		SYB327		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the definition of public relations, the emergence and development of the elements of communication process, barriers to communication types, the elimination of these barriers and to comprehend the quality of communication.							
Course Content		The aim of the definition of public relations, the emergence and development of the elements of communication process and to comprehend the quality of communication.							
Work Placement		N							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Hasan ULUKAN							

Prerequisites & Co-requisites

ECTS Requisite	90
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Assessment Methods and Criteria

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

Recommended or Required Reading

1	Gul Coşkun, Nilay Başok Yurdakul, Nilay Başok (2014) Theoretically Public Relations Projects, Nobel Academic Publishing
2	Ali Gürel Göksel (2016) Public Relations and Communication in Sport Management, Turkey Alim Books
3	Ayşen Akyüz (2017) Sports Sponsorship and Image Transfer, Alfa Publishing
4	Aydemir Okay (1998) Sponsorship as a Public Relations Tool, Epsilon Publishing

Week	Weekly Detailed Course Contents	
1	Theoretical	Sport media and the concept of public relations.
2	Theoretical	Communication, communication modules, public relations and communication, persuasion theories.
3	Theoretical	Examples and comparison of public relations from different countries.
4	Theoretical	Advertising, propaganda and marketing in public relations.
5	Theoretical	The effect of the structure and organization of public relations management.
6	Theoretical	Target audience of public relations, target audience in sports fields.
7	Theoretical	Sports public relations processes, methods and tools.
8	Intermediate Exam	Midterm
9	Theoretical	Sports sponsorship and support activities.
10	Theoretical	Relations with the people in crisis. Examples from the sport.
11	Theoretical	Establishment of corporate reputation in reputation management and sport management.
12	Theoretical	Public relations in public places.
13	Theoretical	Effective presentation techniques, nonverbal communication, preparation of speech text.
14	Theoretical	Sports public relations examples.
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Individual Work	1	10	2	12
Midterm Examination	1	9	1	10



Final Examination	1	10	1	11
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Know and explain the formation and development processes of the concept of peoples relations, their problems, their role in management, and their importance.
2	Know and explain relationship between sports media and public relations concepts.
3	Know and explain the place and importance of mass media in sport management. Can be explained by integrating the relations with the people into the concept.
4	Know the importance of the concept of public relations in sport management in Turkey.
5	Public Relations campaign can realize the communication stages

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

