



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sports And Communication							
Course Code		HIT237		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		teach that sport is a big market for companies							
Course Content		sports industry, marketing of sports products, communication elements, the role of perception in communication, the use of sports as a means of advertising by large companies.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	communication and sports
2	Sports communication

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and conten
2	Theoretical	Characteristics of Sport
3	Theoretical	Sports and Leisure
4	Theoretical	Sports Industry and Marketing
5	Theoretical	Dimensions of Sports Industry and Factors Affecting Their Development
6	Theoretical	Consumer Behavior Model in Sport
7	Theoretical	Communication in Sport Learning and Teaching Process
8	Intermediate Exam	Midterm Exam
9	Theoretical	Sports Market Segmentation
10	Theoretical	Sporty Product
11	Theoretical	Sportive Pricing, Factors Affecting Pricing Decision and Pricing Strategies
12	Theoretical	Marketing Communication in Sports
13	Theoretical	Strategic Sports Marketing Management
14	Theoretical	Mass Media and Sports
15	Theoretical	Evaluation
16	Final Exam	Final Exam (Final)

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	1	42
Midterm Examination	1	15	1	16
Final Examination	1	16	1	17
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	marketing of sports products
2	explain the sports industry
3	to explain the concepts related to sports and communication



4	explain the elements of communication
5	companies use sports as a means of advertising

**Programme Outcomes (Agricultural Management)**

1	To be able to use basic knowledge about agricultural, the struggle to preserve and marketing
2	To be able to use theoretical and practical knowledge gained in the basic fields of farm management
3	To be able to take duties and responsibilities at all levels of the agricultural business management
4	To be able to comprehend economic problems of agriculture, have the abilities of data collection, analysis, interpretation and project based solution production
5	Ability to predict and interpret the potential effects of national and international economical and political developments on Turkish agricultural sector
6	Having necessary skills for management and planning of agricultural and rural development projects
7	To be able to collaborate with stakeholders at producer and institutional levels to improve communication and education
8	To be able to use computer programs and technology to an adequate level required by business practices
9	To be able to comprehend knowledge of law that is necessary for farm management field and to be able to use this information
10	To be able to apply professional, moral values and sense of social responsibility
11	To be able to work independently in the major by communicating effectively through expressing ideas orally and written.

**Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High**

	L1	L2	L3	L4	L5
P1	3	2	4	3	2
P2	3	2	3	3	3
P3	3	3	3	3	3
P4	3	3	3	3	5
P5	3	3	3	2	4
P6	3	5	2	1	4
P7	3	4	5	1	4
P8	3	4	5	1	4
P9	3	4	2	1	4
P10	3	4	3	3	4
P11	3	4	3	3	4

