



## 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 (Public Relations and Publicity)**

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

**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	4	5	5	4	5
P2	5	4	5	5	4
P3	4	4	3	4	4
P4	4	5	3	5	5
P5	4	5	4	5	4
P6	5	3	4	5	5
P7	4	5	5	4	5
P8	3	4	4	5	4

