



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sports and Media							
Course Code		SPYB505		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Explain the basic concepts of media. Will be able to discuss the subjects of mass communication.							
Course Content		Will be able to analyze case studies about media. Will be able to evaluate the effect of media on sports							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	All kinds of scientific studies and publications related to the field.
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Week	Weekly Detailed Course Contents	
1	Theoretical	The agenda setting process of the media
2	Theoretical	Agenda setting theory
3	Theoretical	Agenda setting and sports
4	Theoretical	Sports journalism
5	Theoretical	Ethics in the context of sports journalism
6	Theoretical	Elements of sports news
7	Theoretical	The process of public relations in sports
8	Intermediate Exam	Midterm
9	Theoretical	The role of media in sports
10	Theoretical	Sports events and television
11	Theoretical	Mass media and sports
12	Theoretical	Sports and New Media in Media
13	Theoretical	Historical processes of Turkish sports media
14	Final Exam	Final Exam.

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	3	10	2	36
Individual Work	2	12	1	26
Midterm Examination	1	9	1	10
Final Examination	1	10	1	11
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Knows the principles that can be used in problem solving as a practitioner in the field of sports management
2	As a practitioner in the field of sports management, he / she can develop solutions that can be used in solving a problem.
3	Defending the proposed solutions
4	Can be aware of their knowledge level



5	Knows skill levels.
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**Programme Outcomes** (*Sports Management Sciences Master*)

1	To be able to explain the elements of management and organization and to apply management functions to sports organizations
2	Focus on strategic approach in the management of sports organizations
3	To comprehend the ethical and legal elements of sports industry
4	To have social responsibility in the solution of responsible issues in private and public spheres
5	To understand the importance of the global environment on the practices of sports organizations
6	To develop research, planning, execution and conclusion skills.
7	To be able to identify and explain the internal and external factors that shape and affect sports both in our country and in the world.
8	To be able to work independently in the process of solving problems, using initiative, developing creativity skills and making teamwork

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

