



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Relations in Sport Organizations							
Course Code		SPYB509		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		The aim of this course, national and international sports competitions and sporting purpose organized for seminars, meetings, courses, etc. This course covers all activities for the best direction, management and conclusion of all kinds of sports activities.							
Course Content		Definition, purpose and process of organization, Principles and common characteristics of organization, Definition, purpose and importance of sport organizations, Stages of sport organizations, Administrative organization of competitions, Services to be provided in sport organizations, Technical organization of competitions, Sport competition systems.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Assoc. Prof. Hasan ULUKAN							

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	Course and literature introduction
2	Theoretical	General concepts and definitions related to organization, sports organization
3	Theoretical	National and International sports organizations
4	Theoretical	National sports federations (USF)
5	Theoretical	International Olympic Committee (IOC)
6	Theoretical	Turkish National Olympic Committee (TMOK)
7	Theoretical	Aims of sports organizations
8	Intermediate Exam	Midterm
9	Theoretical	Major international organizations
10	Theoretical	The qualifications of sports organizations
11	Theoretical	Competition and competition systems in sports organizations
12	Theoretical	Case studies in sports organizations
13	Theoretical	Problems encountered in sports organizations and solution suggestions
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 basic information about sports organizations
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2	Can use the basic information about sports organizations.
3	Knows the source of problems seen in organizations.
4	Able to direct the best of all kinds of sporting activities.
5	Able to communicate with the public.

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

