



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|----------------------|---|---|--------------------------------|---|------------|---|
| Course Title | | Sports and Entertainment Industry | | | | | | | |
| Course Code | | SPYB504 | | Couse Level | | Second Cycle (Master's Degree) | | | |
| ECTS Credit | 5 | Workload | 125 (<i>Hours</i>) | Theory | 3 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | To be able to develop solutions by knowing the principles that can be used in solving a problem as a practitioner in the field of sports management. To be able to have the basic skills in organizing the activities related to sports management, to be able to apply and to evaluate these activities. | | | | | | | |
| Course Content | | To be able to realize the duties and responsibilities related to these plans and programs by knowing the application plans and programs related to sports management. To have the basic skills in organizing the activities related to sports management, to be able to apply and to evaluate these activities | | | | | | | |
| 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

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| 1 | All kinds of scientific studies and publications related to the field. |
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| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | Leisure and Recreation Concepts |
| 2 | Theoretical | Leisure and Entertainment Industry |
| 3 | Theoretical | Entertainment Concept and Marketing |
| 4 | Theoretical | Experiential skills |
| 5 | Theoretical | 4C in Entertainment Marketing |
| 6 | Theoretical | Entertainment Based Shopping |
| 7 | Theoretical | Leisure recreation and shopping |
| 8 | Intermediate Exam | Midterm |
| 9 | Theoretical | Sports and Recreational Activities |
| 10 | Theoretical | Culture, Art, Cinema and Television |
| 11 | Theoretical | Internet and Entertainment |
| 12 | Theoretical | Concepts Related to Internet and Entertainment |
| 13 | Theoretical | Computer & Video Games |
| 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

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| 1 | Defines the basic concepts of entertainment marketing |
| 2 | Able to analyze the entertainment industry. |



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| 3 | Will be able to evaluate marketing strategies on the basis of entertainment forms. |
| 4 | Will be able to evaluate marketing methods according to entertainment forms. |
| 5 | Evaluate successful entertainment marketing worldwide |

Programme Outcomes (Sports Management Sciences Master)

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|---|---|
| 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 | 4 | 4 | 4 | 4 | |
| P2 | | | 4 | | 4 |
| P3 | 5 | 4 | 4 | | |
| P6 | | 5 | | 4 | |
| P7 | 4 | | | | 4 |
| P8 | | | | 4 | |

