**COURSE DESCRIPTION (Group C)**

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| **Course code** | **Course group** | **Volume in ECTS credits** | **Course valid from** | **Course valid to** |
| VAD3024 | C | 6 | 2022 04 15 | 2025 02 01 |

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| **Course type (compulsory or optional)** | Optional |
| **Course level (study cycle)** | First cycle |
| **Semester the course is delivered** | 6 |
| **Face-to-face, distance or blended studies** | Face-to-face / Distance |

**Course title in Lithuanian**

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| ĮVADA Į SPORTO KOMUNIKACIJĄ |

**Course title in English**

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| INTRODUCTION TO SPORTS COMMUNICATION |

**Short course annotation in Lithuanian (up to 500 characters)**

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| Modulio paskirtis – suteikti studentams žinių apie sporto organizacijų komunikacijas, jų įvairovę, veiklos kontekstus bei sistemas. Išklausę šį modulį studentai žinos sporto komunikacijos išskirtinumą, sporto komunikacijos struktūras bei veikimo principus nacionaliniame ir globaliniame lygyje. |

**Short course annotation in English (up to 500 characters)**

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| Module purpose – to provide students with a knowledge on the sports organizations communications, their different levels, contexts and systems. Upon completion of this module students will know the distinctive nature of sports communications, performance principles in national and global levels. |

**Prerequisites for entering the course**

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**Course aim**

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| The aim of this course is to provide students with the theoretical and practical knowledge necessary to develop sports communication, analyze their diversity, activity systems, design communication plans of various sports organizations, adapting the latest theoretical knowledge of sports communication and practical trends in sports communication. |

**Links among study programme outcomes, course outcomes, content, study and assessment methods**

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| **Study programme: *Business Administration* Programme outcomes** | **Course outcomes** | **Content (topics)** | **Study methods** | **Assessment methods** |
| 1. Ability to identify and explain the basic theoretical provisions, concepts and factors of the internal and external business environment in different business contexts in business management and related fields of science. | 1. To analyze the principles of sports communication and the ways of their use, and to make decisions in a changing environment. | 1. Communication of sports organizations  2. Modern models of sports communication  3. Sports communication audiences  4. Sports communication channels  5. Public relations: social responsibility  6. Media relations  13. Creating value in sports communication | Providing information (interpretation, illustration) by means of visual material; interpretation of cases during lectures; formulation, interpretation and analysis of problematic examples and questions, practical tasks; discussion moderation, discussion; performance of practical tasks; problem solving; consulting. | Written survey.  Assessment of the presentation of independent work tasks |
| 2. Be able to choose the most effective sports communication channels. | 4. Sports communication channels  5. Public relations: social responsibility  6. Media relations  7. Internal and external communication  11. Interactive media communication  12. Development of web cables in the activities of a sports organization | Formulation and interpretation of practical tasks; performance of practical tasks; independent performance of an individual task | Written survey.  Assessment of the presentation of independent work tasks |
| 5. Ability to independently analyze various business administration situations, problems and opportunities, offer them appropriate alternatives in the business context and anticipate the actions and challenges of their implementation. | 3. Evaluate the peculiarities of consumer behavior | 1. Communication of sports organizations  2. Modern models of sports communication  3. Sports communication audiences  8. Communication styles  9. Crisis communication  10. Recent communication trends  14. Research and analysis of sports communication | Consulting; analysis of educational literature, sources of information periodicals, statistical documents, etc. search and analysis; independent work, including its presentation | Written survey.  Assessment of the presentation of independent work tasks |
| 4. Work with course colleagues, create sports communication proposals | 3. Sports communication audiences  4. Sports communication channels  6. Media relations  7. Internal and external communication  11. Interactive media communication | Formulation and interpretation of practical tasks; performance of practical tasks; independent performance of an individual task | Written survey.  Assessment of the presentation of independent work tasks |
| 5. Be able to apply modern communication research methods and perform communication analyzes. | 2. Modern models of sports communication  4. Sports communication channels  5. Public relations: social responsibility  6. Media relations  13. Creating value in sports communication | Formulation and interpretation of practical tasks; performance of practical tasks; independent performance of an individual task | Written survey.  Assessment of the presentation of independent work tasks |

**Criteria of learning achievement evaluation**

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| 1. The student is able to analyze the principles of sports communications and their use, and make decisions in a changing environment.  2. The student is able to choose the most effective channels of sports communication according to at least half of the specified methods / indicators.  3. The student evaluates the peculiarities of behavior according to at least half of the specified consumer criteria.  4. The student works well with the course colleagues, creating sports communication proposals that create added value  5. The student is able to apply modern methods of communication research and perform periodic analysis of organizational communication. |

**Distribution of workload for students (contact and individual work hours)**

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| **Study forms** | **Hours in face-to-face studies** | **Hours in online studies** |
| Lectures | 30 hours | 30 hours |
| Seminars | 30 hours | 30 hours |
| Contact work hours in total | 60 hours | |
| Independent student work | 100 hours | |
| **Total:** | **160 hours** | |

**Structure of cumulative score and value of its constituent parts**

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| Colloquium - 30%  Group independent work - 15%  Completion of seminar tasks and case studies - 15%  Exam - 40% |

**Recommended reference materials**

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| **Nr.** | **Publication year** | **Authors and title of publication (e-source)** | **Number of copies in University libraries or link to e-source** |
| ***Basic materials*** | | | |
| 1. | 2010 | Billings, Andrew C.; Hundley, Heather L. Examining Identity in Sports Media | Los Angeles: SAGE Publications, Inc. |
| 2. | 2007 | Pedersen, P. M., Miloch, K. S., & Laucella, P. C. *Strategic sport communication* | Champaign, IL: Human Kinetics. |
| 3. | 2013 | Newman, T., Peck, J. F., Harris, C., & Wilhide, B. *Social media in sport marketing* | Scottsdale, AZ: Holcolmb Hathaway, Publishers. |
| 4. | 2015 | Griffin, E., Ledbetter, A., & Sparks, G. *A first look at communication theory* (9th Edition)*.* | New York, NY: McGraw-Hill Education |
| ***Supplementary materials*** | | | |
| 1. | 2011 | Miller, J. A. & Shales, T. *Those guys have all the fun: Inside the world of ESPN* | New York, NY: Back Bay Books. |
| 2. | 2011 | J. Spoelstra. Marketing Outrageously Redux: How to Increase Your Revenue by Staggering Amounts | Bard Press; Revised edition |

**Course description designed by**

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| Dokt. Edgaras Abromavičius |