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Course Unit Program
Practice of Sports Communication

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Sport Organization Management

3. Cycle

1st

4. Course Unit

Practice of Sports Communication (C1129)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

2nd Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora TATIANA BALTAZAR FAZENDA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

The general objective of this discipline is to develop communication skills and competencies in future sports managers in the most diverse positions and structures of the sports job market.

15. Specific Objectives

The specific objectives are:

- Understand the concept of communication;
- Understand the communication process in its verbal and non-verbal dimensions;
- Assimilate the formal and informal flows of communication within sports organizations;
- Understand the impact of communication styles with different interlocutors (eg Stakeholders);

16. Skills to be acquired

The skills to be acquired include:

- Ability to maintain effective communication;
- Identification and perception of messages effectively;
- Acquisition of communication skills;
- Adoption of effective communication strategies;

17. Teaching Methodology



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The curricular unit will be taught in theoretical-practical classes (TP) and tutorials (OT). Expository and active methods will be used in TP classes. Emphasis will be placed on the practical component through the reading and discussion of practical cases and articles from scientific journals. The OT component will be allocated to an accompanied and guided learning methodology, both in the transmission of knowledge and in environments for exploring the sports market and its organizations.

18. Course Unit Program

1. Communication;
2. Communication models;
3. Dimensions of Communication;
4. Formal/informal communication;
5. Communication styles;
6. Rumors and their power;
7. Crisis communication;
8. Crisis communication in sports organizations;
9. Communication profile;
10. Effective communication strategies;
11. Effective and assertive communication;
12. Communication between stakeholders in sport;
13. Communication strategy plans;
14. The art of communicating successfully.
15. Communication and wardrobe;
16. Communication - voice and presence;

19. Assessment Methods

Fundamental Elements of Evaluation:

- Individual and/or Group work
- 2 Assessment test

Supporting elements for continuous evaluation:

- Observation of the following behavior indicators:

- a) Participation and adherence;
- b) Attendance and punctuality;
- c) Cooperation and interaction with classmates and teacher;
- d) Initiative for research;
- e) Motivation for self-discovery;

20. Didactic Resources

Bibliographic elements will be used.

Theoretical exposition will also be used, accompanied by analysis of texts, books, notes, databases, powerpoint presentations, graphics, among others, in paper and digital support on the topics of the program of the respective curricular unit.



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21. Sustainability Objectives

- Quality education;
- Decent work and economic growth;
- Partnerships for the implementation of objectives;

22. Keywords

Communication
Sport
Media
Efficiency



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23. Main Bibliography

Author(s): Pedersen, P., Laucella, P., Kian, E., & Guerin, A.
Title: Strategic Sport Communication
Edition: 2^a Year: 2017
Local: Champaign, IL.
Publisher: Human Kinetics

Author(s): Billings, A., Butterworth, M., & Turman, P.
Title: Communication and Sport: Surveying the Field
Edition: 3^a Year: 2018
Local: Los Angeles
Publisher: Sage

Author(s): Zaremba, A.
Title: Sports Communication: Dimensions, Theory, Applications, and Culture
Edition: 1^a Year: 2019
Local: Dubuque
Publisher: Kendall Hunt Publishing Company

24. Complementary Bibliography

Author(s): Rentner, T., & Burns, D.,
Title: Case Studies in Sport Communication
Edition: 1^a Year: 2019
Local: New York
Publisher: Routledge, Taylor & Francis Group

Author(s): Correia, A. & Biscaia, R. (Editores)
Title: Gestão do Desporto: Compreender para Gerir
Edition: 1^a Year: 2019
Local: Lisboa
Publisher: Faculdade de Motricidade Humana



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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutora TATIANA BALTAZAR FAZENDA
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