UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Practice of Sports Communication

Academic Year 2025/2026

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

1. Understand the theoretical and practical foundations of communication applied to the sports context.
2. Develop practical skills in planning, executing, and evaluating communication strategies in organizations, events, and sports agents.
3. Critically analyze the role of media, social media, and new technologies in promoting sports.
4. Promote oral and written communication skills, adapted to different audiences in the sports sector.

15. Specific Objectives

1. Write press releases and press releases adapted to the sports context.
2. Prepare speeches, interview scripts, and official statements for athletes, managers, or clubs.
3. Simulate and manage press conferences, applying media training and image management techniques.
4. Use digital tools and social media to create sports communication content.
5. Develop integrated communication plans for organizations, events, or athletes.

16. Skills to be acquired

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1. Apply communication techniques appropriate to different sports contexts.
2. Develop effective communication strategies for internal and external audiences, and for different media.
3. Produce written and audiovisual content adapted to various media channels. 4. Manage communication crises within sports organizations.
5. Develop communication plans for organizations, events, and athletes.

17. Teaching Methodology

1. Presentations and active methods to contextualize fundamental concepts and foundations of communication and sports.
2. Guided discussion based on real-life examples (news, press releases, controversial campaigns) with applicability of the theoretical concepts learned.
3. Project-based learning and real-life case studies, simulations, and media training.

18. Course Unit Program

1. Fundamentals of Communication in the Sports Context;
2. The communication process;
3. Specificities of communication in sports;
4. Functions of sports communication;
5. Communication ecosystem in sports;
6. Internal communication vs. external communication;
7. Dimensions of Communication;
8. Formal/informal communication;
9. Communication styles;
10. Communication profile;
11. Writing and Content Production;
12. Journalistic language vs. promotional language;
13. Construction of strategic messages;
14. Adapting language to the public;
15. Press Management;
16. Digital Communication and Social Networks;
17. Rumors and their power;
18. Crisis communication in sports organizations;
19. Storytelling and narrative in sports;
20. Image Management and Personal Branding in Sports;
21. Effective and assertive communication strategies;
22. Communication between stakeholders in sports;
23. Communication strategy plans;
24. Events as a communication strategy;
25. The art of communicating successfully;
26. Communication - voice, presence and wardrobe;

19. Assessment Methods

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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

Multimedia resources (projectors, digital presentations, videos), supporting materials (scientific articles, case studies, market reports), digital analysis tools, and social media will be used, as well as active methodologies using practical studies. Additionally, testimonials from invited professionals will be used whenever possible.

21. Sustainability Objectives

1. SDG 4 Quality Education: By promoting advanced communication skills applied to the sports sector, strengthening professional qualifications.
2. SDG 8 Decent Work and Economic Growth: By providing training for communication roles that enhance employability and the development of the sports sector.
3. SDG 17 Partnerships for the Implementation of the Goals: Encourages collaboration between clubs, sponsors, the media, and other public entities.

22. Keywords

Communication
Sport
Media
Image
Strategy

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23. Main Bibliography

Author(s): Pedersen, P., Laucella, P., Kian, E., & Guerin, A.
Title: Strategic Sport Communication
Edition: 2ª Year: 2017
Local: Champaign, IL.
Publisher: Human Kinetics
ISBN Code: 9780736065245

Author(s): Billings, A., Butterworth, M., & Turman, P.
Title: Communication and Sport: Surveying the Field
Edition: 3ª Year: 2018
Local: Los Angeles
Publisher: Sage
ISBN Code: 9781544393148

Author(s): Zaremba, A.
Title: Sports Communication: Dimensions, Theory, Applications, and Culture
Edition: 1ª Year: 2019
Local: Dubuque
Publisher: Kendall Hunt Publishing Company
ISBN Code: 9781524975104

24. Complementary Bibliography

Author(s): Rentner, T., & Burns, D.,
Title: Case Studies in Sport Communication
Edition: 1ª Year: 2019
Local: New York
Publisher: Routledge, Taylor & Francis Group
ISBN Code: 9781138729520

Author(s): Correia, A. & Biscaia, R. (Editores)
Title: Gestão do Desporto: Compreender para Gerir
Edition: 1ª Year: 2019
Local: Lisboa
Publisher: Faculdade de Motricidade Humana
ISBN Code: 9789727352364

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Autor / Author	Prof. Doutora TATIANA BALTAZAR FAZENDA
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