



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Practice of Sports Communication

Academic Year 2026/2027

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. Draft press releases and press statements 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

The course adopts an active and participatory teaching approach, combining theoretical-practical classes with applied exercises, case study analysis, simulations, discussion of scientific articles, and multimedia content. Students will engage in activities related to content writing, communication management, press conferences, and media training, promoting the practical application of knowledge and the development of communication skills within the sport context.

18. Course Unit Program

- 1- Introduction to the Course and Sport Communication
- 2- Interpersonal Communication in Sport
- 3- Communication in Sport Organizations
- 4- Media and Sport Communication
- 5- Sport Content Writing I
- 6- Sport Content Writing II
- 7- Content Creation and Storytelling in Sport
- 8- Institutional Communication and Public Relations in Sport
- 9- Press Management and Media Relations
- 10- Press Conferences and Media Days
- 11- Media Training
- 12- Digital Communication and Reputation Management
- 13- Crisis Communication in Sport
- 14- Innovation, Artificial Intelligence, and Future Trends in Sport Communication
- 15- Public Speaking and Professional Image

19. Assessment Methods

The prevailing Supplementary Regulation on the Assessment of Knowledge and Competencies shall apply. Continuous assessment mandatorily includes oral contributions distributed throughout the academic term and a final written assessment?both weighted at factor 3?and may also include individual or group assignments (weighted at factor 2) as well as other assessment elements, in accordance with the terms and weightings defined in the regulations and the respective Continuous Assessment Plan.

20. Didactic Resources

Multimedia presentations, scientific articles, case studies, videos, documentaries, sport media content, digital platforms, social media, artificial intelligence tools, audiovisual equipment, and learning materials developed within the practical activities of the course.



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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
Reputation



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23. Main Bibliography

Author(s): Billings, A. C., & Hardin, M.
Title: Routledge Handbook of Sport and Social Media
Edition: 1st Year: 2024
Local: Abingdon
Publisher: Oxon: Routledge
ISBN Code: 9781032666211

Author(s): Billings, A. C., & Butterworth, M. L.
Title: Communication and Sport: Surveying the Field
Edition: 4th Year: 2022
Local:
Publisher: Sage
ISBN Code: 9781544393148

Author(s): Pedersen, P. M., Laucella, P. C., Kian, E. M., & Geurin, A. N.
Title: Strategic Sport Communication
Edition: 3rd Year: 2021
Local:
Publisher: Human Kinetics
ISBN Code: 9781492594499

24. Complementary Bibliography

Author(s): Zaremba, A. J.
Title: Sports Communication: Dimensions, Theory, Applications, and Culture
Edition: 2nd Year: 2021
Local: Dubuque
Publisher: Kendall Hunt Publishing Company
ISBN Code: 9781524996064

Author(s): Coombs, W. T., & Harker, J. L.
Title: Strategic Sport Communication: Traditional and Transmedia Strategies for a Global Sports Market
Edition: 1st Year: 2021
Local: New York
Publisher: Routledge



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ISBN Code: 9780367898724

Ficha técnica MIP / MIP Datasheet	
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