

Syllabus: Communication issues in sports organizations



SYLLABUS

- ≡ Objectives
- ≡ Skills
- ≡ Criteria for participation and approval

MODULES

- ≡ Module 1. Describe the role of communication in sports organizations
- ≡ Module 2. The history of media in sports communication and collaborating with media members
- ≡ Module 3. Constructing messages for traditional and digital media
- ≡ Module 4. Create a communication strategy to maximize impact

Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

Overall objective

Communication Issues in Sports Organizations introduces managers to the major strategic communication concerns that they will face. The course's main objective is to provide managers with essential understanding of the communications environment unique to sporting and to help them build skill in crafting communication plans to achieve organizational goals, particularly when the organization does not employ dedicated communication staff.

Specific objectives

1

Describe the major communication challenges facing sports organizations

2

Define the major media outlets and methods of communicating with those outlets

3

Construct successful messages for traditional and digital media

4

Create a successful external communication strategy.

CONTINUE

Skills

The skills we hope you will develop throughout this course are:

General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

Specific skills

- Describe the major communication challenges facing sports organizations.
 - Define the major media outlets and methods of communicating with those outlets.
 - Construct successful messages for traditional and digital media.
 - Create a successful external communication strategy.
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CONTINUE

Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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Module 1. Describe the role of communication in sports organizations

Unit 1.1 The role of communication in sports organizations

1.1.1 Management is communication

1.1.2 Understanding audience

1.1.3 Understanding purpose

1.1.4 Understanding constraints

Unit 1.2 Challenges unique to sports organizations

1.2.1 Applying the three components of communication to sports

1.2.2 Addressing three audiences: athletes, employees and customers

1.2.3 Expressing two purposes: winning and creating new revenue streams

1.2.4 Meeting two constraints: technology and globalization

CONTINUE

Module 2. The history of media in sports communication and collaborating with media members

Unit 2.1 How media outlets differ

2.1.1 Understanding the history of media in sports

2.1.2 Recognizing the power of print media

2.1.3 Explaining the power of television

2.1.4 Describing the emerging dominance of the internet

Unit 2.2 Building relationships with the media

2.2.1 Reading and distributing media members' work

2.2.2 Interacting Face-to-Face and online

2.2.3 Sharing and withholding information

2.2.4 Providing value to media members

CONTINUE

Module 3. Constructing messages for traditional and digital media

Unit 3.1 Understanding different channels and media types

3.1.1 Defining different media types

3.1.2 Describing the different channels within a medium

3.1.3 Explaining the best use of different media

3.1.4 Using visual communication

Unit 3.2 Effective uses of social media in sports organizations

3.2.1 Comparing social media to traditional media

3.2.2 Describing the function of different social media channels

3.2.3 Constructing effective social media campaigns

3.2.4 Managing a social media crisis

CONTINUE

Module 4. Create a communication strategy to maximize impact

Unit 4.1 The importance of a written communication strategy

4.1.1 Defining a communication strategy

4.1.2 Exploring why a communication strategy is important

4.1.3 Explaining the parts of a communication strategy

4.1.4 Describing the process for writing a communication strategy

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