



## COURSE SYLLABUS

2019/2020 Academic Year

### 1. GENERAL COURSE INFORMATION

1.1. Course Name	Sports Marketing and Public Relations								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	SMOSJ	1.7. Year of Study	Second, Third						
1.4. Course Code	CM19151	1.8. Semester	Fourth, Sixth / Summer						
1.5. Course Status	Elective	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Type of Class</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>		Type of Class	Total Hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule
	Type of Class	Total Hours							
	Lectures	15							
Exercises	15								
		Bernays – According to published schedule							

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Davor Pavić	2.6. Course Associates
2.2. Academic Rank	MSc	2.7. Academic Rank
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank
2.4. Contact e-mail	davor.pavic@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

### 3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course “Sports Marketing and Public Relations“ is to introduce students to the history, theoretical concepts, processes, activities, and importance of public relations in sports. In addition, students will become familiar with the most important tasks, responsibilities and communication skills of persons engaged in sports public relations, i.e. the tools and ethical standards of the profession.
3.2. Enrolment Criteria	There are no specific enrolment requirements.



<b>3.3. Learning Outcomes</b>	<p>LO1: Apply the techniques and tools of public relations in sports.                  LO2: Explain and apply ethical and professional standards of public relations in sports.                  LO3: Explain the role of a person for public relations in sports during crises.                  LO4: Apply acquired knowledge in media relations.</p>																				
<b>3.4. Course Content</b>	<ol style="list-style-type: none"> <li>1. History, theoretical aspects and the definition of public relations in sports</li> <li>2. Objectives and tools of public relations in sports</li> <li>3. The construction of identity and image management institutions, sports collectives or individuals in the sport</li> <li>4. Types of publicity in public relations in sports</li> <li>5. Media relations</li> <li>6. Usage of integrated marketing communications in sports</li> <li>7. Public speaking, verbal and nonverbal communication</li> <li>8. Crisis communication in public relations in sports</li> <li>9. Examples of good practice and a visit to a sports organization</li> </ol>																				
<b>3.5. Types of Class Activities</b>	<table border="1"> <tr> <td style="text-align: center;">X</td> <td>Lectures</td> <td style="text-align: center;">X</td> <td>Exercises</td> <td style="text-align: center;">X</td> <td>Field Trips</td> <td style="text-align: center;"></td> <td>Multimedia and Network</td> <td style="text-align: center;"></td> <td>Mentored Paper</td> </tr> <tr> <td style="text-align: center;">X</td> <td>Seminars and Workshops</td> <td style="text-align: center;"></td> <td>Distance Learning</td> <td style="text-align: center;"></td> <td>Independent Assignments</td> <td style="text-align: center;"></td> <td>Laboratory</td> <td style="text-align: center;"></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises	X	Field Trips		Multimedia and Network		Mentored Paper	X	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.
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<b>3.6. Course Language</b>	Croatian Language																				
<b>3.7. Student Obligations</b>	Class attendance and participation, write an essay and presenting the topic, passing the written exam.																				
<b>3.8. Monitoring Student Work and ECTS</b>	<table border="1"> <tr> <td style="text-align: center;">1</td> <td>Class Attendance</td> <td style="text-align: center;">2</td> <td>Written Exam</td> <td style="text-align: center;">1</td> <td>Seminar Paper</td> <td style="text-align: center;"></td> <td>Preliminary Exam(s)</td> <td style="text-align: center;"></td> <td>Project</td> </tr> <tr> <td style="text-align: center;"></td> <td>Activities in Class</td> <td style="text-align: center;"></td> <td>Oral Exam</td> <td style="text-align: center;"></td> <td>Research</td> <td style="text-align: center;"></td> <td>Essay</td> <td style="text-align: center;"></td> <td>Misc.</td> </tr> </table>	1	Class Attendance	2	Written Exam	1	Seminar Paper		Preliminary Exam(s)		Project		Activities in Class		Oral Exam		Research		Essay		Misc.
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<b>3.10. Obligatory Literature</b>	Stoldt, C. G., Dittmore, S. W., Branvold S. E. (2006). <i>Sport public relations: managing organizational communication</i> , Human Kinetics, Champaign.																				
<b>3.11. Supplementary Literature</b>	Pavić, D. (2011). <i>Odnosi s javnošću u sportu</i> , magistarski rad, Mostar																				





## 3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires