

COURSE MODULE OUTLINE

(1) General information

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	SPORT MANAGEMENT		
LEVEL OF STUDY	POSTGRADUATE		
COURSE UNIT CODE	DATH43	YEAR	2 nd
COURSE TITLE	SPORT COMMUNICATION AND DIGITAL MEDIA		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		21-22	10 ECTS
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
COURSE TYPE Compulsory, Optional, Optional mandatory	OPTIONAL		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION AND EXAMS:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://www.eap.gr/education/postgraduate/biannual/sports-administration/topics/#d43		

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:

APPENDIX A

- Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.
- Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and

APPENDIX B

- Guidelines for writing Learning Outcomes

Upon successful completion of THE DATH 43 the student will be able to:

- Understand the basic principles of corporate communication in the field of sports
- Develop corporate social responsibility programs to sport organizations
- Recognize the importance and role of social networks in the development of communication programs of sports organizations & businesses
- Analyze the ways of utilizing digital communication and marketing in the field of sports

3. COURSE CONTENT

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,

Adapting to new situations

Decision-making

Individual/Independent work

Group/Team work

Working in an international environment

Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social awareness, altruism etc.)

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

.....

1. Search for, analysis and synthesis of data and information by the use of appropriate technologies
2. Respect for diversity and multiculturalism
3. Decision-making
4. Individual/Independent work
5. Social, professional and ethical responsibility and sensitivity to gender issues
6. Critical thinking
7. Development of free, creative and inductive thinking
8. Working in an interdisciplinary environment

This unit presents the basic principles of corporate communication in the field of sport. Through the presentation of the strategic model of sports communication, the development of social responsibility programmes and the ways of utilising digital communication by sports organisations and businesses are analysed.

4. TEACHING METHODS--ASSESSMENT

<p>MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i></p>	<p>Distance education with three Group Counseling Meetings (OSS) during the academic year on weekends.</p>																	
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	<ul style="list-style-type: none"> • Remote meetings tools (CISCOwebex) • Use of Presentation software (e.g. power point) • Use of Specialized software in the subjects under study. • Additionally, the students use office automation tools, web browsers and e-reader for digital books. 																	
<p>COURSE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i></p> <p><i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i></p>	<table border="1"> <thead> <tr> <th data-bbox="678 524 1209 560"><i>Activity/Method</i></th> <th data-bbox="1212 524 1596 560"><i>Annual workload</i></th> </tr> </thead> <tbody> <tr> <td data-bbox="678 564 1209 600">3 OSS (* 4 hours)</td> <td data-bbox="1212 564 1596 600">12</td> </tr> <tr> <td data-bbox="678 604 1209 640">1 additional OSS (*4 hours)</td> <td data-bbox="1212 604 1596 640">4</td> </tr> <tr> <td data-bbox="678 645 1209 680">2 short essays (2 * 15 hours)</td> <td data-bbox="1212 645 1596 680">30</td> </tr> <tr> <td data-bbox="678 685 1209 721">1 semester essay (1 * 60)</td> <td data-bbox="1212 685 1596 721">60</td> </tr> <tr> <td data-bbox="678 725 1209 761">Written examination</td> <td data-bbox="1212 725 1596 761">3</td> </tr> <tr> <td data-bbox="678 766 1209 801">Individual study time</td> <td data-bbox="1212 766 1596 801">171</td> </tr> <tr> <td data-bbox="678 806 1209 842">Total module workload (hours)</td> <td data-bbox="1212 806 1596 842">280</td> </tr> </tbody> </table>		<i>Activity/Method</i>	<i>Annual workload</i>	3 OSS (* 4 hours)	12	1 additional OSS (*4 hours)	4	2 short essays (2 * 15 hours)	30	1 semester essay (1 * 60)	60	Written examination	3	Individual study time	171	Total module workload (hours)	280
<i>Activity/Method</i>	<i>Annual workload</i>																	
3 OSS (* 4 hours)	12																	
1 additional OSS (*4 hours)	4																	
2 short essays (2 * 15 hours)	30																	
1 semester essay (1 * 60)	60																	
Written examination	3																	
Individual study time	171																	
Total module workload (hours)	280																	
<p>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i></p> <p><i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<ul style="list-style-type: none"> • Two (2) Short Written Essays, with weighting factor to the class unit's final grade 10% each. • One (1) Semester Essay with weighting factor to the class unit's final grade 20%. <p>The grade of the written assignments (short and semester) is activated only with a grade equal to, or above the base (≥5) in the final or repeated exams</p> <ul style="list-style-type: none"> • Final exams weigh 60% in the final class unit's grade. <p>The final grade of the class unit, in a scale of 10, is calculated as follows: Final grade = (SE1 *0,1)+(SE2 *0,2) +(FE*0,6)</p> <p>There are all the criteria posted, both in each written assignment (in the study) and in the general regulation</p> <p>file:///D:/Users/User/Downloads/kanonismos-spoudwn-isxys-apo-to-didaktiko-etos-2022-2023.pdf</p>																	

5. SUGGESTED BIBLIOGRAPHY:

- Suggested bibliography

Primary bibliography

1. Pederson, P.M., Laucella, P.C., Kian, E. & Geurin, A.N. (2021). *Strategic Sport Communication*. Champaign, IL: Human Kinetics
2. Vlachopoulou, M. (2020). *Digital Marketing. From Theory to Practice*. Athens. Rosili.

- Related scientific Journals:

- International Journal of Sport Communication
- Communication & Sport
- International Journal of Sport Management & Marketing
- International Journal of Sports Marketing & Sponsorship