

Syllabus

«International Sports Communications»

Author	Olga Laeva
Credits Earned	2
Lectures and Seminars (hrs.)	20
Individual Work (hrs.)	56
Academic Year	1
Studying Format	Non-blended

1. Course Description

- a. Title of a Course

International Sports Communications (by Olga Laeva)

- b. Pre-requisites

Sport is a global business. Now more than ever, sport communication professionals need to understand sport's global reach in order to develop their full potential. Today, there is demand for people skilled in Sports Communications and Media Operations. Associations and teams want specific expertise to strength and grow media bases and event organizers want to enlarge the coverage and provide best ever service for their media clients.

This module will cover the primary areas of communication and media operations in sports management. Sports-specific trends in public relations will be highlighted, along with specific examples.

- c. Course Type (**compulsory**, elective, optional)

- d. Abstract

This course gives you a complete insight into the communication and managerial techniques put into practice in the creation of the most important sporting events in the world including multisport events. Participants will learn about the essentials of media operations, television production, television rights management, photo operations. At the same time valuable aspect of SMM communications will be covered. This course will also include a thorough overview of how to draft an effective press release and promote international sport events.

2. Learning Objectives

This course represents an international approach on sport communication, sport business or sport management. Provide the understanding on the overall planning, organization

and promotion of the big sport events to the media to provide the best possible coverage of the event to the widest possible audience.

3. Learning Outcomes

The course will give full specter of understanding of media activity during the event: the TV and photo production, scheduling, media services in the big event, as well as how heroes are constructed by media, communication strategies and risks.

4. Course Plan

- General Services and Press Operations at the International sport event
 - Cross-functional cooperation
 - Strategic planning
 - Operational planning
 - Resource planning
- Media operations and Communication team management
 - Staffing plan
- Media Services overview
 - Accreditation, venue access and zoning, SADs
 - Accommodation
 - Transportation
 - Technology
 - Support services
- Venue media facilities and services
 - Media workrooms
 - Press Tribunes
 - Interview facilities
 - Mixed Zone
 - Press Conference
 - I-Zone
 - Media Lounge
 - Photo operations
 - Broadcast
- Event information service
 - Structure
 - Systems overview
 - Staffing issues

- Event web-site
 - o Pre-Games page
 - o Games-Time page
- Press Attaches and Athletes agents
- Specific rules in this new communication territory
 - o SMM
 - o Blogging
 - o Cooperation with star ambassadors
 - o PR of precursor and supporting events
 - o Reputational risks

5. Reading List

a. Required

- o Olympic Games Guide on Media – Part 1.
- o Routledge Handbook of Sport Communication, Paul M. Pedersen, 2013.
- o Sport Public Relations and Communication, Maria Hopwood, James Skinner, Paul James Kitchin.
- o Sports and Media Daniel Beck and Louis Bosshart University of Fribourg—Freiburg (Switzerland).
- o Reflections on communication and sport on journalism and digital culture. Communication and Sport, Boyle R., 2013.
- o Strategic Sport Communication. Paul M Pedersen, Pamela C Laucella, Edward Kian, Andrea Nicole Geurin.
- o How to write perfect press releases. Steven Lewis.

b. Optional

- o International Sport federations Media Guidelines.
- o Communication and Sport journal.
- o Sports Management Degree Guide: “What Public Relations Jobs are in Sports?”.
- o Public Relations Society of America: “Playing the Game: 4 Tips for Building a Career in Sports PR”.
- o Hero Sports: “How to Write a Powerful Press Release”.
- o PRsay: “5 Ways to Score a Winning Media Tour”.
- o Bleacher Report: “15 Sports PR Disasters”.
- o The associated Press Stylebook 2017.

6. Grading System

From 1 to 10 where under 4 is failed to complete the course, 4-5 satisfactory, 6-7 good, 8-10 excellent mark.

7. Guidelines for Knowledge Assessment

8. Methods of Instruction

9. Special Equipment and Software Support (if required)

PC and video screen.