

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
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Course	Sports					
Subject	Communication and Promotion in Sports					
Academic year	2023/2024	Curricular year	2nd	Study period	2nd semester	
Type of subject	Elective	Student workload (H)	Total: 81	Contact: 37,5	ECTS	3
Professor(s)	José Carlos de Almeida Alexandre					
<input checked="" type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department	(select)	Joaquim Manuel Fernandes Brigas				

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

- Characterize the functions of communication applied in the promotion of the sport.
- Identify the functions and objectives of public relations.
- Identify the different groups of stakeholders in the sports organization.
- Communicate properly with the media.
- Identify the integrative nature of content in the World Wide Web environment and the potential for resolving communication projects applied to sport.
- Apply the potentialities of the blogosphere, social networks, and other resources to communicate.

2. PROGRAMME

1. Conceptual Bases of Communication
2. Strategic Communication/Public Relations
 - 2.1.Strategy
 - 2.2.Public Relations Process in four stages: investigation; Planning; Action/Communication (Implementation of the Plan); Assessment
3. Media relations
 - 3.1.Press releases and press kits
 - 3.2.Press conferences
 - 3.3.Media mailing lists
4. Communication Techniques/Public Relations in the Promotion of Sport

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3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This curriculum unit intends to familiarize students with the reality of promoting the sport, as well as the basic concepts, techniques, and skills that will allow them to respond to requests and practical problems placed within the scope of organizational communication. Thus, concepts will be explained to deepen knowledge about communication and promotion in sports.

4. MAIN BIBLIOGRAPHY

Argenti, P. A. (2014). *Comunicação empresarial: a construção da identidade, imagem e reputação* (6.ª ed.). Rio de Janeiro: Elsevier.

Baynast, A., Lendrevie, J., Lévy, J., Dionísio, P. & Rodrigues, V. (2018). *Mercator: o marketing na era digital* (17.ª ed.). Lisboa: D. Quixote.

Caetano, J. A. C. C., Marques, H. & Silva, C. M. (2011). *Publicidade: fundamentos e estratégias*. Lisboa: Escolar Editora.

Engrácio, H. (2015). *Relações Públicas- Para uma atualização de funções e instrumentos*. Lisboa: Universidade Nova de Lisboa, Tese de Doutoramento.

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0*. Lisboa: Actual.

Lampreia, J. M. (2013). *Ferramentas de comunicação para gestores*. Lisboa: Lidel.

Lendrevie, J., Baynast, A., Dionísio, P. & Rodrigues, J. V. (2010). *Publicitor: comunicação 360º online – offline* (7.ª ed.). Lisboa: Dom Quixote.

Marques, V. (2017). *Redes Sociais 360. Como comunicar online*. Lisboa: Actual.

Montín, J. (2009). *Imagen, comunicación y deporte: una aproximación teórica*. Madrid: Editorial Visión Libros.

Scott, D. (2008). *As novas Regras de Marketing e Relações Públicas*. Porto: Porto Editora.

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5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Lectures, case studies, debates, research, and group presentation.

Students select their assessment from the following:

Ongoing assessment – Written test (60%); Assignment (30%); Participation and engagement in the classroom (10%).

Exam – including students who did not reach a 10/20 in ongoing assessment.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The exhibition classes to be taught aim to convey concepts and fundamental content on communication and promotion in sports. The tutorial guidelines will allow the monitoring of the progress of knowledge acquisition. Group work is intended to consolidate the knowledge and skills acquired, helping from sources and bibliography advised by the teacher, which will also promote research autonomy.

In methodological terms, it is intended to foster the development of personal and professional skills, promoting the rigor of reasoning, the abilities of analysis and criticism, as well as the development of a permanent investigating attitude.

7. ATTENDANCE

Students who do not attend 50% of the hours of classes taught will receive the mention of failing. However, absences with legal justification will be excepted.

8. CONTACTS AND OFFICE HOURS

Email: jcalexandre@ipg.pt

Office: 2.8

Office Hours: Monday 14.30h to 18.30h

DATE

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24 de fevereiro de 2023

SIGNATURES

Area/Group Coordinator

Professor