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| 1. Course title: **Communication** in Sport | | | | | |
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| 2. Code: | | 3. Type (lecture, practice etc.): practice | | | |
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| 4. Contact hours: 2 | | 5. Number of credits (ECTS): 2 | | | |
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| 6. Preliminary conditions (max. 3): - | | | | | |
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| 7. Announced:fall semester, spring semester, both | | | | | |
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| 8. Limit for participants: - | | | | | |
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| 10. Responsible teacher (faculty, institute and department):  **Dr. Marton Gergely (University of Pécs, Faculty of Science, Institute of Sport Sciences and Physical Education, Department of Sports Theory and Management)** | | | | | |
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| 11. Teacher(s) and percentage: | | **Dr. Marton Gergely** | | 100% | |
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| 12. Language:English | | | | | |
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| 13. Course objectives and/or learning outcomes:  Effective sports communication is one of the most important abilities of the sports professionals since deriving from their speciality – and in order to be successful in the labour market – the high level theoretical and practical knowledge of the written, verbal and metacommunication knowledge is indispensable.  The aim of the subject is that the students should acquire all those applied communicational knowledge whose application is indispensable during their later labour, since during the everyday tasks of sports we have to expect from a professional as a basic skill to be able to create and maintain the relations due to his/her activities.  During the course the students will acquire and due to their tasks apply in a practice oriented way the (sports) communication methods and techniques of the 21st century and further on come to know the communication strategies of the market oriented sports of the present. | | | | | |
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| 14. Course outline   1. The determination of the applied communication and its fields 2. The written forms of business (sports) communication 3. Business and official types of letters and their target oriented application 4. The effective communication of searching for a job I. – the CV and its types 5. The effective communication of searching for a job II. – the motivation letter and its types 6. The effective communication of searching for a job III. – the interview 7. The types of interviews and their utilisation in the areas of sports 8. Organisational communication – the communication of sports organisations 9. Organisational communication – the communication of sports professionals 10. The functional opportunities of mass communication 11. The technical and content opportunities of mass communication 12. Negotiation models 13. Negotiation techniques | | | | | |
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| 15. Mid-semester works  - | | | | | |
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| 16. Course requirements and grading  practical mark, which is based on the paper handled in by using the complex knowledge acquired during the semester based on complex tasks | | | | | |
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| 17. List of readings  1. Wiley, T. G. - Spruck Wrigley, H. (2011): Communicating in the Real World: Developing Communication Skills for Business and the Professions. Englewood Cliffs: Prentice Hall | | | | | |
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| 18. Recommended texts, further readings  1. Lucas, S. E. (2004): The Art of Public Speaking. Englewood Cliffs: McGraw-Hill  2. Frey, L.R. - Kenneth N. Cissna, K.N: (2009): Routledge Handbook of Applied Communication Research - Practical Theory in Applied Communication Scholarship. Routledge | | | | | |
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| **Date** | 4 April, 2017 | **Prepared by** |  | | |
| **Dr. Marton Gergely**  responsible teacher | | |
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| **Endorsed by** | | |  | | |
| **Dr. Váczi Márk** program supervisor | | |