



## Syllabus

**Term:** 2025/26/2      **Subject name:** Communication in Sport      **Subject code:** ENAEDZN2601

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**Unit (Unit code)** (TESTNEV)

**Lecturer responsible for the course:** Dr. MARTON Gergely

**Requirement:** Term mark

**Classes per week :** 0/2/0

**Classes per term:**

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### Purpose of education:

The aim of the subject is that the students should acquire all those sport 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.

### Contents:

1. Introduction
2. Theoretical background of communication
3. The theoretical background of sports communication
4. Forms of sports communication I.
5. Forms of sports communication II.
6. Student presentations I.
7. Communication of sports organizations I.
8. Communication of sports organizations II.
9. Communication of sports events I.
10. Communication of sports events II.
11. PR, communication between sports organizations and fans
12. Student presentations II.
13. Closing the course, conclusions

### System of examing and valuation:

practical mark, which are based on two students presentations made using the knowledge acquired during the semester

### Bibliography:

Pedersen P.M. (2025): Handbook of Sport Communication. Routledge



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### **Bibliography:**

Dariela, Rodriguez (2017): Sport Communication: An Interpersonal Approach

### **Bibliography:**

Wiley, T. G. - Spruck Wrigley, H. (2011): Communicating in the Real World: Developing Communication Skills for Business and the Professions. Englewood Cliffs: Prentice Hall