



**LJUBLJANA SUMMER SCHOOL**  
*Take the Best from East and West*  
**8 - 26 July 2019**

University of Ljubljana

**FACULTY OF  
ECONOMICS**

**MASS COMMUNICATION FOR SPORT ORGANIZATIONS**

Master course (ECTS: 7)

Lectured by:

**Ličen Simon**, Washington State University, USA

**Aims of the course:**

Upon the successful completion of the course, students should be able to:

- Use terminology, concepts and mechanisms associated with communication in sport.
- Identify the components of the communication process and their characteristics.
- Identify the publics of sport organizations, describe their expectations and detect how to communicate efficiently with them using a variety of tools and channels.
- Develop a communication strategy and design tactics to implement it in different contexts.
- Identify the motivations for sport spectatorship and design contents and tactics aimed at satisfying them.
- Design a basic media plan.
- Identify the elements of a broadcasting contract.
- Identify potential crises faced by sport organizations and develop efficient responses to them.
- Develop intercultural competency as it pertains to sport management.
- Students will be able to apply these outcomes to a variety of organizations ranging from youth and local/community sport and recreation to competitive and professional sport.

**Course syllabus:**

Day-by-day course outline (key readings listed in brackets)

- 9 July Introduction to communication; the publics of sport organizations and their expectations (read #9)
- 10 July Communication strategy: contents and applications (read campaign brief)
- 11 July Motivations for sport spectatorship and tactics to satisfy them (read #8)
- 12 July Social media: characteristics, demographics, comparative strengths of individual networks, tactics for using them (read #7)
- 15 July Sports broadcasting contracts: values and leasable properties (read #1 and #2)
- 16 July Media relations: purpose, tools, case studies (read #6)
- 17 July Media planning: promotions, advertising, integrated marketing communication (Read #4 and #10)





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- 18 July Crisis communication: scenarios, responses, delivery, case studies (read #5)
- 22 July Sport media world-wide: differences in content and coverage (read #3)
- 23 July The future of sport media (read #6)
- 25 July Project presentations & discussions

**Bibliography:**

1. Billings, A. C. and Brown, N. (2013). Understanding the biggest show in media: What the Olympic Games communicates to the world. In Pedersen, P. M. (Ed.), *Routledge Handbook of Sport Communication* (pp. 155-164). New York: Routledge.
2. Fortunato, J. A. (2013). Television broadcast rights: Still the golden goose. In Pedersen, P. M. (Ed.), *Routledge Handbook of Sport Communication* (pp. 188-196). New York: Routledge.
3. Ličen, S. (2017). Sport as international communication. In Billings, A. C. (Ed.), *Defining Sport Communication* (pp. 209-222). London: Routledge.
4. Newman, T., Peck, J.F., Harris, C., & Wilhide, B. (2013). Planning and measuring a successful social media program. In *Social media in sport marketing* (pp.173-193). Scottsdale, Ariz.: Holcomb Hathaway.
5. Onwumehili, C., & Bedeau, K. (2017). Analysis of FIFA's Attempt at Image Repair. *Communication & Sport*, 5(4), 407–427.
6. Pedersen, P.M., Laucella, P.C., Kian, E.M., & Geurin, A.N. (2017). *Strategic sport communication* (2<sup>nd</sup> ed.), pp. 49-72 and 169-201. Champaign, Ill.: Human Kinetics.
7. Pew Research Center (2018). *Social Media Fact Sheet*. <http://www.pewinternet.org/fact-sheet/social-media/>
8. Raney, A. A. (2006). Why we watch and enjoy mediated sports. In A.A. Raney & J. Bryant (Eds.), *Handbook of Sport and Media* (pp.313-329). New York: Routledge.
9. Seitel, F. P. (2017). *The practice of public relations* (13<sup>th</sup> ed.), pp. 1-17. Upper Saddle River, NJ: Pearson.
10. Shewan, D. (2018). *How much does Google Ads Cost?* <https://www.wordstream.com/blog/ws/2015/05/21/how-much-does-adwords-cost>

Additionally, students will be assigned current articles published in The Economist, The Guardian, BBC, Sport Business Journal, the New York Times, and other media outlets, as well as selected communication or marketing briefs.

**Teaching methods:**

- Lecture (including visual aids and video clips),
- Class discussions and small group discussions,
- Guest lectures,
- Interactive assignments,
- Case studies pertaining to organizations operating in youth sport, community recreation, and competitive and professional sports.





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**Prerequisites:**

Recommended preparation is knowledge of the fundamentals of marketing. Suggested preparation is knowledge of the fundamentals of communication studies (public relations, strategic communication, journalism, etc.).

**Examination methods:**

Students are expected to review assigned materials before class. 20% of a student's final grade will derive from in-class assignments, worksheets, and participation in class discussions.

Students will work in groups to produce a group project aimed at identifying solutions to several communication challenges faced by a sport organization. Group size and type of organization will depend on course enrolment. This project will account for 60% of a student's final grade.

Students will present their solutions and discuss them with the rest of the class. The presentation and participation in discussions will contribute 20% towards a student's final grade.

