

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
SPORTS in CORPORATE COMMUNICATION	HİT2132890	Fall Semester	2+0	2	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Elective				
Course Coordinator	Lect. Sonia LOTFI				
Name of Lecturer(s)	Lect. Emine AKBAŞ DEMİRKAN, Lect. İlker Fatih KUŞÇU				
Assistant(s)					
Aim	The course aims to give the ability both in practically and theoretically how to use sports in corporate communication as a tool for the candidates that may become employees at this sector.				
Course Content	This course contains; Corporate Communication Channels, Existing of Sports in Corporate Communication, Sports Sponsorships, Sports Sponsorships in conventional media, Promotion targets in Global Sponsorships, The Difference between Global Branding and Sponsorships, Corporate Promotions in Sports Organisations, The Usage of Sports in inner Corporate Communication, Samples / Workshop, Evaluation of feedback of Sports Sponsorships, The Differences in Corporate Communication and Globalisation, Olympism and Corporate Communication, Reel Sector Samples, Reel Sector Samples.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Gives the knowledge about corporate communication.			1	A	
2. Learns that sports can become and be used as a communication tool.			1	A	
3. Gets answer to the question of "the power of sports in promotion"			1, 2	A	
4. Learns how to use Sports in inner corporate works .			1	A	
5. Brand awareness and reputation also uses sports .			1	A	
6. Knows and uses the techniques, ways and tools in PR.			1	A	
7. By the help of reel sector samples, learns what to aim, calculate the feedback.			1, 16	A	
8. Connect sponsorship Works to the corporate communication			1, 16	A, C	
9. Plans and applies the related applications.			1	A	
Teaching Methods	1: Lecture, 16: Project Based Learning, 2: Question - Answer				
Assessment Methods	A: Written Exam, C: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Corporate Communication Channels				
2	Existing of Sports in Corporate Communication				
3	Sports Sponsorships.				
4	Sports Sponsorships in conventional media.				
5	Promotion targets in Global Sponsorships				
6	The Difference between Global Branding and Sponsorships				
7	Corporate Promotions in Sports Organisations				
8	The Usage of Sports in inner Corporate Communication.				
9	Samples / Workshop				
10	Evaluation of feedback of Sports Sponsorships				
11	The Differences in Corporate Communication and Globalisation				
12	Olympism and Corporate Communication				
13	Reel Sector Samples				
14	Reel Sector Samples				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Power Point, Visual, Reel Sector Samples Vyy Simson & Andrew Jennings "Olimpiyatlar, Sahtekarlık ve Mafia", Atilla Erdemli "İnsan, Spor ve Olimpizm" Tuğrul Akşar "Endüstriyel Futbol"