



**AIM OF THE COURSE** (*content and acquired skills*):

In order for the sports organizations to function effectively and efficiently it is necessary that the administrative personnel understands the significance / value of communication with themselves and the people they work with. Public relations is an aspect of communication sport organizations use to establish and maintain good relations with the community. The aim of the course is an initial approach of the complex phenomena of communication and public relations so as the attending students become familiar with them.

**COURSE CONTENTS** (*outline – titles of lectures*):

1. Introduction .
2. Communication process – Importance to administrators.
3. Factors affecting the communication process.
4. Barriers to communication – Methods for overcoming them.
5. Rules – Principles of communication.
6. Public speaking.
7. Argument building.
8. Public relations – Definition.
9. Internal – External public relations.
10. Advertisement – Publicity - Public relations.
11. Planning of a public relations plan.
12. Presentation of papers.
13. Presentation of papers.

**TEACHING METHOD** (*lectures – labs – practice etc.*):

1. Lectures.
2. Discussions on issues presented in the class.
3. Guest speakers.
4. Writing and presentation of papers.

**ASSESSMENT METHOD(S):**

1. Active participation of students in class (10%)
2. Written essay (20%)
3. Presentation of essay in class (20%)
4. - Written final exam (50%)

**LEARNING OUTCOMES:**

Upon the completion of this course the student will be able to:

1. Comprehend the communication process.
2. Identify the aspects of administrative process where communication and public relations are important.
3. Recognize both the obstacles communication has to overcome, as well as the means to overcome them.
4. Recognize the rules and principles of communication.
5. Identify the parts public speaking consists of.
6. Construct a public relations plan.

**LEARNING OUTCOMES – CONTINUED:**

<i>Learning Outcomes</i>	<i>Educational Activities</i>	<i>Assessment</i>	<i>Students Work Load ( hours)</i>
Comprehension of the communication process	Lectures, discussion in class, home study.	Questions in class.	10
Identification of the aspects of administrative process where communication and public relations are important.	Lectures, discussion in class, home study.	Questions in class.	10
Recognition of both the obstacles communication has to overcome, as well as the ways to overcome them.	Lectures, discussion in class, home study.	Questions in class.	10
Recognition of the rules and principles of communication.	Lectures, discussion in class, home study.	Questions in class.	10
Identification of the parts public speaking consists of.	Lectures, practice.	Questions in class.	10
Ability to construct a public relations plan.	Writing of a public relations plan.	Presentation of the plan in class.	10
		<b>TOTAL</b>	<b>60</b>

**OBLIGATORY & SUGGESTED BIBLIOGRAPHY:**

1. Koutoupis, Th. (2004). Practical guide of public relations. Athens: Sakkoulas.
2. Wilcox, D., Ault, Ph. & Agee, W. (2001). Introduction to public relations. Athens: Parikos.
3. Gargalianos, D. Class notes: a) «Communication» & b) «Public relations» (e-class).
4. Mullin, B., Hardy, S. & Satton, W. (2004). Sport marketing. Trans. Y. Afthinos, Athens: Paschalidis (chapter 15: Public Relations).