

Subject card

Subject name and code	Marketing Communication in Sports , PG_00193987						
Field of study	Sport Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject				2028/2029	
Education level	Bachelor's studies	Subject group				Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	full-time studies	Mode of delivery				at the university	
Year of study	3	Language of instruction				Polish	
Semester of study	6	ECTS credits				3.0	
Learning profile	academic	Assessment form				credit	
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Liwia Delińska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	Number of study hours	30	1.0	44.0	75		
Subject objectives	The aim of the course is to familiarise students with the principles of planning and implementing marketing communication in sports organisations and the role of communication in building image and stakeholder relationships. The course develops the ability to design integrated communication activities, including public relations, sponsorship, social media and crisis communication, taking into account the specificity of the sports market.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[ZSSML3_U02] Can identify problems related to the functioning of an organisation, especially the sports market, the processes carried out within it, and its relations with the environment, and propose appropriate solutions.	Is able to identify communication-related problems in sports organisations and propose appropriate solutions in the areas of public relations, sponsorship, digital communication and crisis management.			[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work		
	[ZSSML3_W08] Has an advanced knowledge and understanding of the objectives and specific nature of management processes, their links with other processes within the organisation, and the challenges and dilemmas that accompany them, in the context of a changing environment and the specific nature of the sports market.	Knows and understands the objectives, structure and specificity of the marketing communication process in a sports organisation and its links with other management processes in a changing sports market environment.			[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task		
	[ZSSML3_U09] Can independently plan and implement a process for learning and improving professional skills in management, especially in the sports market, throughout their lives.	Is able to independently analyse changes in sports marketing communication and develop professional competencies through critical evaluation of communication tools and emerging trends.			[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task [SU8] observation of student's independent or team work		

Subject contents	<ol style="list-style-type: none"> 1. The essence and strategic role of marketing communication in sport. 2. Stakeholders and audiences of communication in sports organisations. 3. Integrated marketing communication in sport planning and integration of tools. 4. Public relations in sport. 5. Sports sponsorship in Poland and worldwide. 6. Social media in sport influencer marketing, storytelling and content marketing. 7. Measurement of communication effectiveness. 8. Crisis communication in sport and reputation management. 9. Ethics and social responsibility in sports communication. 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	problem-based assignments	51.0%	60.0%
	presentations	51.0%	40.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. A. Sznajder, Marketing sportu 2.0 w erze cyfrowej, Wydawnictwo Nieoczywiste, Warszawa 2021. 2. W. Budzyński, Public relations. Wizerunek. Reputacja. Tożsamość, Poltext, Warszawa 2021. 3. J. Kończak, Komunikacja sponsoringowa w sporcie XXI w., Wydawnictwo Naukowe i Edukacyjne SBP, Warszawa 2020. 4. G. Mazurek (red.), E-marketing. Planowanie, narzędzia, praktyka, Poltext, Warszawa 2022. 	
	Supplementary literature	<ol style="list-style-type: none"> 1. D. Tworzydło, Komunikowanie organizacji w kryzysie, Wydawnictwo Naukowe PWN, Warszawa 2022. 2. T. B. Cornwell, Sponsorship in Marketing: Effective Partnerships in Sports, Arts, and Events, Routledge, LondonNew York 2025. 3. Articles in journals - Journal of Sport Management, Sport Marketing Quarterly, European Sport Management Quarterly, International Journal of Sports Marketing and Sponsorship 	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> 1. Development of a marketing communication plan for a selected sports event. 2. Analysis and evaluation of communication activities in a crisis situation. 3. Preparation of a press conference. 		
Work placement	Not applicable		

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