



BIP @ FORO ITALICO

BLENDED INTENSIVE PROGRAM AT THE UNIVERSITY OF ROME

FORO ITALICO

English for Sport 2: Language and communication skills for sport management professionals Provisional program 2023-2024

Coordinator: University of Rome Foro Italico

Duration: 7-week course (30 hours)

Course objective and overview: The aim of this course is to provide students with essential communication skills for effective sports management communication in English. The course includes a hands-on project and role playing to practice English in real professional situations. Participants will need to successfully finish the assigned project for their final assessment. The course will focus on the following topics:

- Overview of effective communication to targeted audience in sport management.
- Verbal communication skills: public speaking, presentation skills, meetings, negotiations, and interviews in sports context.
- Written Communication skills on professional writing (emails, reports, proposals).
- Brand, branding and personal branding (future social media strategies for the sport industry).
- Ethics in Sports: appropriate communication and analysis on ethical dilemmas in sports management.
- Economic Impact of Sport Mega Events: overview on sport mega event (the Olympics, FIFA World Cup, and major championships) and related economic impact; how these events attract global attention; strategies to engage diverse audiences.
- Project work and .ppt presentation: group work simulation on presenting a business idea or launching a product to stakeholders (targeted audience) in the sport industry. All topics previously taught will be crucial for the project preparation. Details and materials will be provided during *ad hoc* workshops.

Assessment will be based on class participation, on discussions, on activities, on written assignments & reports, on individual & group presentations, and on final project/presentation.

Classes will be blended (in-person and online) including workshops, resources and readings, group discussions and activities, guest lectures from sport industry professionals, case studies and real-life examples.

PROGRAM DETAILS

Classes:

6-week online course (12-hour online webinar + online self-access activities and resources on MS Teams).

1-week in person course (20-hour course on campus)

Venues:

- online classes (MS Teams and useful apps: *flipgrid*, *padlet*, *canva*, etc.)
- on campus (FORO ITALICO)

7-week course alternating online and on campus:

6-week online: March 18th to April, 29th, 2024

1-week on campus: 17th-21st June, 2024

Credits: 3 ECTS

Participants: bachelor, master and PhD students in the fields of sport management and sport sciences

English level required: B1+



BIP @ FORO ITALICO

BLENDED INTENSIVE PROGRAM AT THE UNIVERSITY OF ROME

FORO ITALICO

Teaching method	Speaker	Topic
Online 18 March 16:00-18:00 (Monday)	e-learning, webinar	A.Fazio, E. Isidori Intro to communication for Sport Management and Ethics in Sports
Online 25 March 16:00-18:00 (Monday)	e-learning, webinar	A.Fazio, M. Menghini Speaking skills
Online 5 April 16:00-18:00 (Friday)	e-learning, webinar	F. Vicentini, R. Mura, A.Fazio Economic Impact of Sport Mega Events
Online 12 April 16:00-18:00 (Friday)	e-learning, webinar	A.Fazio, Brand, branding and personal branding
Online 15 April 16:00-18:00 (Monday)	e-learning, webinar	A.Fazio , M. Menghini Writing skills
Online 22 April 16:00-18:00 (Monday)	e-learning, webinar	A.Fazio, Mariann Kanai (HUSS, Budapest) Careers in sport
ON CAMPUS CLASSES AT FORO ITALICO		
17 June 9.30 - 11.00 11.30- 13.30	A. Fazio, R. Mura, F. Vicentini, F. Morino	Sport Management communication and TBLT <i>Task 1:</i> Meet the team, introduce the team, assign roles, define your targeted audience, decide your project theme and your business idea! <i>Task 2:</i> Do a SWOT analysis of your business idea.
18 June 9.30 - 11.00 11.30- 13.30	A. Fazio, M. Kanai HUSS, Budapest	Marketing in sport
19 June 9.30 - 11.00 11.30- 13.00	A. Fazio, M. Kanai, HUSS, Budapest	Sponsorship
20 June 9.30 - 11.00 11.30- 13.00	Alessandra Fazio, M. Menghini, F. Morino	<i>Task 3:</i> Draft 1-page Business plan using business model CANVAS <i>Task 4:</i> Working with data: collecting data related to your business idea <i>Sponsorship or Geo-referred analysis</i> (chart, demographics, etc.)
21 June AM 9.30 - 11.30 12.00- 13.00	A. Fazio Final task completion (projects) R. Mura, F. Vicentini Sport Management communication	Review, revise and combine all 4 tasks for stunning final video or project presentations using CANVA
PM 14:00-16:00	A. Fazio, R. Mura, F. Vicentini .ppt presentations for assesment	Video recording or Project presentations: Contest



BIP @ FORO ITALICO
BLENDED INTENSIVE PROGRAM AT THE UNIVERSITY OF ROME
FORO ITALICO

Università degli studi di Roma Foro Italico, Largo Lauro de Bosis, 6
Alessandra Fazio (academic questions) alessandra.fazio@uniroma4.it
International Relations (operative questions) relazioni.internazionali@uniroma4.it



 Co-funded by the
Erasmus+ Programme
of the European Union