

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 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+

MS Teams

Code: c9ip60l

Canale: Live lessons

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ONLINE CLASSES	SPEAKERS	TOPIC
Online 18 March 16:00-18:00 (Monday) Rome time	A.Fazio, E. Isidori (<i>University Foro Italico, Rome</i>) e-learning, webinar	Intro to communication for Sport Management and Ethics in Sports
Online 25 March 16:00-18:00 (Monday) Rome time	A.Fazio, M. Menghini (<i>University Foro Italico, Rome</i>) e-learning, webinar	Speaking skills
Online 5 April 16:00-18:00 (Friday) Rome time	A.Fazio, F. Vicentini, R. Mura, (<i>University Foro Italico, Rome</i>) e-learning, webinar	Economic Impact of Sport Mega Events
Online 12 April (Friday) 16:00-17:00	V. Sobral, C. Gonçalves (<i>Umaia, Porto</i>) e-learning, webinar	Brand & branding, target audience
17:00-18:00 Rome time	Jairo León Quismondo (<i>EU, Madrid</i>) e-learning, webinar	Competitive Balance in Sports: The Art of Branding Sports Leagues".
Online 15 April 16:00-18:00 (Monday) Rome time	A.Fazio, M. Menghini (<i>University Foro Italico, Rome</i>) e-learning, webinar	Speaking Practice & Writing skills
Online 22 April 16:00-18:00 (Monday) Rome time	A.Fazio, Mariann Kanai (<i>Uni Foro Italico, Rome; HUSS, Budapest</i>) e-learning, webinar	Careers in sport
ON CAMPUS CLASSES AT FORO ITALICO	SPEAKERS	TOPIC
17 June 9.30 - 11.00 11.30- 13.30	A. Fazio, O. Robert Marchand F. Morino, R. Mura, F. Vicentini, Jairo León Quismondo <i>Foro Italico, Roma; Ileps, Paris, EU, Madrid</i>	<i>Intro to the Course on Sport Management Communication: Methodology & Assessment</i> <i>Understanding Markets: Managing Expectations and Perceptions (Foundations)</i> Jairo León Quismondo
18 June 9.30 - 11.30 11.30- 13.30	A. Fazio, <i>Foro Italico, Roma</i> M. Kanai <i>HUSS, Budapest</i> O. Robert Marchand <i>Ileps, Paris</i>	<i>Marketing in sport</i> (group 1) M. Kanai <i>Brand, Branding, Personal Branding</i> (group 1) O. Robert Marchand <i>Marketing in sport</i> (group 2) O. Robert Marchand
19 June 9.30 - 11.30 11.30- 13.00	A. Fazio, <i>Foro Italico, Roma</i> M. Kanai <i>HUSS, Budapest</i> O. Robert Marchand <i>Ileps, Paris</i>	<i>Sponsorship</i> (group 1) M. Kanai <i>Linkedin Profile</i> (group 2) O. Robert Marchand
20 June 9.30 - 11.00 am 11.30- 13.00 am	A. Fazio, <i>Foro Italico, Roma</i> Vitor Sobral, Celina Gonçalves <i>Umaia, Porto</i>	<i>Sports Brands and Branding</i> Vitor Sobral <i>Target Audiences</i> Celina Gonçalves
14.30-15.30 pm	A. Fazio, <i>Foro Italico, Roma</i> O. Robert Marchand <i>Ileps, Paris</i>	<i>Pitch on communication: Brand, Branding, Personal Branding</i> (group 1) O. Robert Marchand (14.30-15.30) <i>Understanding Markets: Managing Expectations and Perceptions (Practical Tools)</i> (group 2) Jairo León Quismondo
15.30-16.30 pm	Jairo León Quismondo <i>EU, Madrid</i>	<i>Understanding Markets: Managing Expectations and Perceptions (Practical Tools)</i> (group 1) Jairo León Quismondo <i>Pitch on Communication: Brand, Branding, Personal Branding</i> (group 2) O. Robert Marchand
21 June AM 9.30 - 13.30	A. Fazio R. Mura, F. Vicentini Olivier Robert Marchand	Final Recap & Assesment Video recordings or Project presentations: <i>Contest (Panel of experts to be selected)</i> <i>Closing event</i>