

ID	3073
Curricular Unit	Digital Media and Sport Management
Regent	Alcides Vieira Costa
Learning Outcomes	<p>a) Understand the relationship between digital media, sport and society;</p> <p>b) Understand the role of digital platforms in the context of sports organizations;</p> <p>c) Identify common and distinctive features of online platforms;</p> <p>d) Identify and develop conceptual frameworks for understanding the sport consumer experience through digital media, including social medias;</p> <p>e) Understand the impact of consumer involvement for sports organizations through digital media;</p> <p>f) Mastering strategic models for the development of digital media for sport organizations.</p>
Syllabus	<p>a) Relationship between digital media, sport and society</p> <ul style="list-style-type: none"> - The impact of globalization on communication and information technologies; - The new economy and its relations with digital media and sport. <p>b) Digital platforms in the context of sport</p> <ul style="list-style-type: none"> - Concepts; - Characteristics and applications; - Processes of improvement and productivity. <p>c) Managing the consumer experience in the online context</p> <ul style="list-style-type: none"> - Models to analyze the experience; - Interveners of the use of digital media by consumers. <p>d) The involvement of the online sports consumer</p> <ul style="list-style-type: none"> - Conceptualization of involvement in the online context; - Social networks in the management of consumer involvement. <p>e) Strategic model for the new media in sport</p> <ul style="list-style-type: none"> - Involvement with sports entities; - Motivations of the users; - Contents; - Design; - Performance; - Usability; - E-commerce.
Evaluation	<p>The evaluation will be done through:</p> <p>a) Group work (50%, > 10 values);</p> <p>b) Presentation of a group work (50%, > 10 values);</p> <p>c) 2/3 attendance.</p>

Bibliography

Pedersen, P.; Laucella, P.; Kian, E.; Geurin, A. (2017). Strategic sport communication. 2 Ed. US: Human Kinetics.

Manuel Castells (2012). Era da informação: Economia, sociedade e cultura - 4ª Edição. Lisboa: Fundação Calouste Gulbenkian.

Manuel Castells (2004). A galáxia internet - reflexões sobre internet, negócios e sociedade. Lisboa: Fundação Calouste Gulbenkian.