

<b>ID</b>	3482
<b>Curricular Unit</b>	Digital Media and Sport Management
<b>Regent</b>	Alcides Vieira Costa
<b>Learning Outcomes</b>	<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>
<b>Syllabus</b>	<p><b>a) Relationship between digital media, sport and society</b></p> <ul style="list-style-type: none"> <li>- The impact of globalization on communication and information technologies;</li> <li>- The new economy and its relations with digital media and sport.</li> </ul> <p><b>b) Digital platforms in the context of sport</b></p> <ul style="list-style-type: none"> <li>- Concepts;</li> <li>- Characteristics and applications;</li> <li>- Processes of improvement and productivity.</li> </ul> <p><b>c) Managing the consumer experience in the online context</b></p> <ul style="list-style-type: none"> <li>- Models to analyze the experience;</li> <li>- Interveners of the use of digital media by consumers.</li> </ul> <p><b>d) The involvement of the online sports consumer</b></p> <ul style="list-style-type: none"> <li>- Conceptualization of involvement in the online context;</li> <li>- Social networks in the management of consumer involvement.</li> </ul> <p><b>e) Strategic model for the new media in sport</b></p> <ul style="list-style-type: none"> <li>- Involvement with sports entities;</li> <li>- Motivations of the users;</li> <li>- Contents;</li> <li>- Design;</li> <li>- Performance;</li> <li>- Usability;</li> <li>- E-commerce.</li> </ul>
<b>Evaluation</b>	<p>The evaluation will be done through:</p> <p>a) Group work (50%, &gt; 10 values);</p> <p>b) Presentation of a group work (50%, &gt; 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.

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