

Subject card

Subject name and code	Sponsorship, PR and Crisis Communication, PG_00156155						
Field of study	Sport Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
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	5		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		9.0		36.0	75
Subject objectives	The aim of the course is to familiarize students with sports sponsorship, the use of public relations tools in the sports market, and communication in crisis situations.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_W05] The student knows the relationships that occur between organizations of the sports market (including forms of interaction between business entities in the market) and between the organization and the individual, in particular the employee and the customer.	The student understands how sponsorship and PR affect building relationships between sports organizations, sponsors, media, and clients, and can effectively manage communication to strengthen these relationships.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
	[ZSSML3_U03] The student is able to take into account ethical, social and environmental consequences in the decision-making process.	The student can consider the ethical, social, and environmental consequences of decisions related to sponsorship and PR activities.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
	[ZSSML3_K04] The student is aware of the need to resolve dilemmas related to the profession. He correctly identifies them.	The student can identify and resolve dilemmas related to crisis communication and sponsorship in sports, especially in situations requiring quick decision-making.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
	[ZSSML3_K08] The student is aware of and understands the need to act in an ethical, sustainable and socially responsible manner in professional life.	The student understands the importance of ethical behavior and social responsibility in PR and sponsorship activities, both in everyday and crisis situations.	[SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[ZSSML3_W11] The student knows and understands the principles of acquiring and using various types of resources in achieving the development objectives of the enterprise and other entities of the sports market.	The student knows the principles of acquiring sponsors and building effective communication with stakeholders to support the development of sports organizations.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task
Subject contents	1. Sports sponsorship worldwide and in Poland 2. Rights in sponsorship, preparation of sponsorship agreements, and naming rights 3. The role and tools of public relations in sports 4. Preparing press conferences and press releases 5. Areas where crisis situations may occur 6. Communication in crisis situations		
Prerequisites and co-requisites	Passing the subjects: sports marketing and sports product branding.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	partial grades during the semester	51.0%	100.0%
Recommended reading	Basic literature	1. W. Budzyński, <i>Public Relations. Wizerunek. Reputacja. Tożsamość</i>, Poltext, Warszawa 2021 2. J. Kończak, <i>Komunikacja sponsoringowa w sporcie XXI w.</i>, Wydawnictwo Naukowe i Edukacyjne SBP, Warszawa 2020 3. D. Tworzydło, <i>Komunikowanie organizacji w kryzysie</i>, Wydawnictwo Naukowe PWN, Warszawa 2022	
	Supplementary literature	1. G. Botwina (red.), <i>Zarządzanie w polskim sporcie</i>, Polskie Wydawnictwo Ekonomiczne, Warszawa 2020 2. M. Trojanowski, <i>Prezentacje i wystąpienia w biznesie. Istota, uwarunkowania</i>, badania, PWN, Warszawa 2018 3. T. B. Cornwell, <i>Sponsorship in Marketing: Effective Partnerships in Sports, Arts and Events</i>, Routledge, Oxfordshire 2020	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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