

Global positioning of sport management in the today's communication industry

Ivan Koltai and Gyorgy Suha

Semmelweis University Faculty of Physical Education and Sport Sciences
Budapest, Hungary

In this lecture, we will present a variety of theories and research projects that focus on how sport management can be effectively communicated to the stakeholders of the sport media as well as to the political decision-makers.

At its core, theoretical approach' change management is about implementation of new ideas and practices including news value creation, sport management public relation (SMPR) and media-oriented spontaneous publicity.

Because the present practice change might be focused at a micro and macro level, we will examine perspective that focus on how a sport oriented institution's attitudes and individuals behaviour might be altered as well as show a sport organisation publicity (media) policies and practices might be changed.

Consequently, we will focus on material related to press activities, key-speakers training and PR\PA campaigns. These theories will be drawn a variety of disciplines including journalism, public relations, social psychology, and marketing communication.

Contact co-ordinates

Berkes Péter, e-mail: berkpet@freemail.hu