



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	190	B	070	Accredited until				Renewal date
	Branch of Science		Progr.	Registr. №.					

Entitlement

Social media and digitalization

Prerequisites

Informacija ruošiamą

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	be able to explain group and individual behaviour in organisations and society influenced by technological change	Case analysis (Case study), Formal lecture, Problem-based learning	Mid-term examination, Seminar
2	be able to make evidence-based decisions integrating data management and analytics, assessing their impact in a defined situation	Discussion, Problem-based learning, Seminar	Mid-term examination, Seminar
3	be able to use and disseminate data in an ethical manner, taking into account data privacy and security	Creativity workshops, Formal lecture, Group work	Mid-term examination, Seminar
4	be able to develop and implement a wide range of projects, communicating with all stakeholders, contributing to the improvement of sport, tourism or leisure facilities and events	Gests lectures, Interactive lecture, Modeling of real-life (world) situations (projects)	Mid-term examination, Seminar
5	be able to communicate and collaborate with professionals from different disciplines and cultures, in at least one foreign language, individually and as part of a team	Creativity workshops, Group work, Problem-based learning	Mid-term examination, Seminar
6	strive for the continuous learning necessary for a management professional to adapt to new technologies	Case analysis (Case study), Discussion, Formal lecture	Mid-term examination, Seminar

Main aim

Informacija ruošiamą

Summary

In this module, students will gain in-depth knowledge of the most commonly used social media platforms, their suitability for different target user groups and social media purposes. They will also gain the knowledge and skills to choose the most effective social media and marketing tactics, plan campaigns and create content to help achieve their objectives. Through this module, students will have the opportunity to learn about the latest trends in fan engagement using smart technologies, artificial intelligence, augmented reality, etc. Students will also have the opportunity to learn about the various artificial intelligence applications used in sport and tourism management, as well as how to enable existing applications and apply them to data collection for more effective decision-making.

Level of module

Level of programme		Subject group (under the regulation of the area)
Cycle	Type	
First	Bachelor	Bendrojo universitetinio lavinimo

Group under financial classification

Syllabus

№.	Sections and themes	Responsible lecturer
1.	Social media and digitalisation in management	
2.	Social media platforms and their content	
3.	Planning social media communications	
4.	Social media management tools	

№.	Sections and themes	Responsible lecturer
5.	Engaging fans with smart technologies	
6.	The applicability of AI to sport and tourism	
7.	Applications as a data collection tool	
8.	Augmented reality	

Evaluation procedure of knowledge and abilities:

References

№.	Title	Edition in Lithuanian Sports University library		In Lithuanian Sports University bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
1.	Evans, M., Glassman, M., Xu, M., & Gao, L. (2023, December 21). Social Connection, Social Exploration, Social and Platform Constraints: The Construction and Validation of a Social Media User Perception Scale. Psychology of Popular Media. Advance online publication. https://dx.doi.org/10.1037/ppm0000515			No	
2.	Baldi, Giovanni & Botti, Antonio & Carrubbo, Luca. (2024). Sentiment and Deep Learning Content Analysis of a Digital Fan Token Platform: An Exploratory Study			No	
3.	Glebova, Ekaterina & Book, Robert & Su, Yiran & Peric, Marko & Heller, Jonas. (2023). Sports venue digital twin technology from a spectator virtual visiting perspective. Frontiers in Sports and Active Living			No	
4.	Uhlendorf, Kim & Uhrich, Sebastian. (2022). A Multi-Method Analysis of Sport Spectator Resistance to Augmented Reality Technology in the Stadium. Journal of Global Sport Management			No	

Additional literature

№.	Title
1.	Gołąb-Andrzejak, Edyta. (2023). Measuring the effectiveness of digital communication – social media performance: an example of the role played by AI-assisted tools at a university. Procedia Computer Science
2.	Romero Jara, Edgar & Solanellas, Francesc & Muñoz, Joshua & López-Carril, Samuel. (2023). Connecting with fans in the digital age: an exploratory and comparative analysis of social media management in top football clubs. Humanities and Social Sciences Communications
3.	Goebert, Chad. (2020). Augmented Reality in Sport Marketing: Uses and Directions. Sports Innovation Journal

Coordinating lecturer

Position	Degree, surname, name	Schedule №.
Associate Professor	Assoc. Prof. Dr. Inga Staškevičiūtė-Butienė	214

Subdivision

Entitlement	Code
	40

Study module teaching form №. 1

Semester		Mode of studies	Structure				Total hours	Credits
			Theory	Seminars	Lab Works	Ind. work		
A	S	D	10	20	0	100	130	5

Languages of instruction:

Lithuanian	L	English	E	Russian	R	French	F	German	G	Other	Oth.
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№. of Themes	Academic hours			№. of Themes	Academic hours		
	Theory	Seminars	Lab Works		Theory	Seminars	Lab Works
1.	1	1	0	5.	1	2	0
2.	2	6	0	6.	2	3	0
3.	1	2	0	7.	1	1	0
4.	1	2	0	8.	1	3	0
				Total:	10	20	0

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