

A case study about attitudes towards sports betting

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Abstract

The subject of this final paper is business communication, social perception, attitudes in general and attitudes about sports betting. In business today, communication is very important because through communication we come to conclusions that are important to us and our environment. In the chapter of communication, I am going to define the communication process, concept of business communication and then specify the forms of business communication.

My goal is to explain chapter Social psychology in terms of social perception and attitudes. In the chapter on social perception and attitudes in sports betting, I will try to approximate the concept of social perception and attitudes. I will define sports betting as such and betting process.

Business communications in sports betting is very complex topic. Main goal is to introduce whole list of all sorts of betting to customer. Main communication goes through banners, flyers and simple kind of indirect business communication. Direct communication is when the employee introduce the whole list to customer. Through surveys I will create the list of answers of customers how they react to this kind of business communication.

My main goal is to define and explain sports betting, influence of sports betting on society and explore opinion of interviewed customers on sports betting. With the help of Interview for employees and Survey for customers, I will examine the opinions and

attitudes of the clients about betting that are important and necessary for making Final paper. After the research, I will write, compare, analyze and graphically display the data.

In conclusion, I will summarize the collected data and express my opinion on business communication and attitudes about sports betting. I will list the used literature, add the attachments and attach the consent to the research.

Keywords: business communication, perception, attitudes, sports betting, betting, interview

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