

Unit Outline (Higher Education)

Institute / School:	Institute of Health and Wellbeing
Unit Title:	SPORT, MEDIA AND PUBLIC RELATIONS
Unit ID:	ISMAN3001
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080509

Description of the Unit:

This unit aims to provide students with an understanding and appreciation of the connection between sport and media industries and their relationship with new technologies, sport content and the globalisation of sport. The unit introduces students to the requirements of media performance of sport organisations and athletes, explores the theories and principles of sport public relations and examines how this is applied by sport organisations and athletes, in particular to management of crisis. Topics covered in the unit include: the role of the media and its importance to the development and promotion of sport; the relationships between sport, ethics and social responsibility in media coverage; public relations with the sport media context; technologies to enhance media opportunities; planning, implementation and evaluation of media campaigns; preparing the tools of media releases, interviews, advertisements and other forms of promotional materials; the use of sports personalities in the promotion of sport; preparing athletes to work with the media; crisis media management.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Examine and define the connection between sport and the media industries and their relationship with new technologies, sport content and the globalisation of sport.
- K2.** Define and explain the theoretical principles of public relations and its relationship with the promotion and publicity of sport organisations and athletes.
- K3.** Determine the ethical and social responsibility of the media and sport industry in relation to the promotion and publicity of sport.

Skills:

- S1.** Explain and critique the use of technology and information systems in the global coverage and promotion of sport.
- S2.** Critically analyse and evaluate approaches to crisis media management and public relations in a sport context.
- S3.** Research, critically analyse and synthesise information to demonstrate judgement to define and solve problems associated with the promotion and publicity of sport.
- S4.** Develop and manage creative and engaging digital content to effectively communicate and engage media coverage in sport.

Application of knowledge and skills:

- A1.** Demonstrate application of knowledge and skill to explain how theoretical principles are applied to engage media to promote sport.
- A2.** Apply the theoretical principles of public relations to different scenarios of crisis management in sport.

Unit Content:

Topics may include:

- Sport media: Evolution, role and importance
- Sport, media and strategic management
- Sport media: Regulations, ethics and values
- Sports broadcasting and technologies
- Public relations: Role and tensions
- Media portals and narrative production
- Managing crises, scandals and reputations
- Working with the media
- Planning and implementing media and PR strategies
- Developing content for media (Part 1)
- Developing content for media (Part 2)
- Evaluation of media and PR campaigns

FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**tttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all must be directly assessed in each Course.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	Students will demonstrate the ability to effectively communicate, interact and work with others both individually and in groups. Students will be required to display skills in-person and/or online in: <ul style="list-style-type: none"> • Using effective verbal and non-verbal communication • Listening for meaning and influencing via active listening • Showing empathy for others • Negotiating and demonstrating conflict resolution skills • Working respectfully in cross-cultural and diverse teams. 	K1, K2, S1	AT1, AT2, AT3
FEDTASK 2 Leadership	Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in: <ul style="list-style-type: none"> • Creating a collegial environment • Showing self-awareness and the ability to self-reflect • Inspiring and convincing others • Making informed decisions • Displaying initiative 	A1, A2	AT1, AT2, AT3
FEDTASK 3 Critical Thinking and Creativity	Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in: <ul style="list-style-type: none"> • Reflecting critically • Evaluating ideas, concepts and information • Considering alternative perspectives to refine ideas • Challenging conventional thinking to clarify concepts • Forming creative solutions in problem solving 	S1, S2, S3	AT1, AT2, AT3
FEDTASK 4 Digital Literacy	Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in: <ul style="list-style-type: none"> • Finding, evaluating, managing, curating, organising and sharing digital information • Collating, managing, accessing and using digital data securely • Receiving and responding to messages in a range of digital media • Contributing actively to digital teams and working groups • Participating in and benefiting from digital learning opportunities 	S1, S4	AT1, AT2, AT3

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 5 Sustainable and Ethical Mindset	Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in: <ul style="list-style-type: none"> • Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts • Committing to social responsibility as a professional and a citizen • Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses • Embracing lifelong, life-wide and life-deep learning to be open to diverse others • Implementing required actions to foster sustainability in their professional and personal life. 	K3	AT1, AT2

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K3, S1, S2, A1	To examine and critically analyse a sport media case study and respond to set questions.	Case Study	20-40%
K1, K2, K3, S1, S2, S3, A1, A2,	Research, critically analyse and evaluate a sport media public relations activity.	Public relations analysis	30-50%
K1, S1,S2, S4, A1, A2	Plan and develop media responses to a sport crisis scenario.	Media scenario response	20-40%

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)