



Course Outline (Higher Education)

Institute / School:	Institute of Health and Wellbeing
Course Title:	SPORT MEDIA AND COMMUNICATIONS
Course ID:	SPMAN3002
Credit Points:	15.00
Prerequisite(s):	(SPMAN1101 or SPMAN1104)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	092199

Description of the Course:

This course aims to provide students with an understanding and appreciation of the nexus between the sport and media industries. Topics covered in the course 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 course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory						

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Examine and define the role and link between the media and all levels of sport (community, elite and professional).
- K2.** Define and explain the theoretical principles of public relations and its relationship with the promotion of sport.
- K3.** Examine how the media operates in relation to the promotion and communication of sport.
- K4.** 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 how the use of technology and information systems in the coverage and promotion of sport.
- S2.** Investigate, critically analyse, and evaluate 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.** Generate media releases to effectively communicate and engage media involvement 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.
- A3.** Plan and develop a media campaign for a sport organisation or event.

Course Content:

Topics may include:

- Working with and understanding media technologies.
- The role of the media and its importance to the development and promotion of sport.
- Building relationships with the media and understanding how to 'work' media opportunities.
- Relationships between sport, contemporary culture and the media.
- Preparing the tools of media releases, interviews, advertisements and other forms of promotional materials.

- Planning, implementation and evaluation of media campaigns.
- The use of sports personalities in the promotion of sport.
- Preparing athletes to work with the media.
- The role of public relations with the media context.
- Utilisation of web technology to enhance media opportunities.
- Utilisation of data base technology and other forms of information to develop and maintain communication strategies within sporting organisations.
- Ethics and values in media coverage.

Values:

- V1.** Appreciate the role the media plays in the promotion and communication of sport organisations, personalities and events.
- V2.** Value and promote ethical behaviour in relation to media coverage.
- V3.** Respect the influence of the media as a marketing and promotions tool in sport.
- V4.** Appreciate both the positive and negative impacts of media coverage in relation to sport in a contemporary culture.

Graduate Attributes

The Federation University Federation graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	S1, S2,	1,2
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	A1, S3, S4	4

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K4	Not applicable
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	K2, K3, A2, A3, S4	2,3,4
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	K1, S2, A3	2,4

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K3, K4, S1, S2, A2, A3	Attendance and participation in weekly seminar/tutorial activities for students to connect theoretical principles to practical problem-based scenarios.	At least 90% attendance and participation in weekly tutorials.	S/U
K2, K3, K4, S1, S2, A2, A3	Research, critically analyse, and evaluate sport media.	Public relations analysis.	30-50%
K1, K2, K3, K4, S1, S3, A1, A2, A3	Comprehend and apply critical thinking to prescribed text readings and lecture content.	Weekly online written responses to set questions.	30-50%
K1, K4, S4, A1, A2	Plan and develop two sport media releases.	Written media releases.	20-30%

Adopted Reference Style:

APA

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

Fed Cite - [referencing tool](#)