

## COURSE SPECIFICATION DOCUMENT

<b>Academic School / Department:</b>	CASS
<b>Programme:</b>	Advertising and PR
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Sport and the Media
<b>Course Code:</b>	COM 5225
<b>Course Leader:</b>	TBC
<b>Student Engagement Hours:</b>	120 (standard 3- credit BA course)
Lectures:	20
Seminar / Tutorials:	20
Independent / Guided Learning:	80
<b>Semester:</b>	Fall, Spring, Summer
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

### **Course Description:**

This course explores the vital connections between sport, the media and media industries, including PR, advertising and journalism. It will examine the evolution of sport in the media, from its beginnings in print media, through radio and television broadcasts to the role that digital media play today. Examining examples from a range of sports, it will look at the role that PR, advertising, sponsorship and other forms of marketing communication play in the international sports business world and how media practitioners can best achieve their goals.

### **Prerequisites:**

COM 4400, Intro to PR Practice

### **Aims and Objectives:**

The aims of this course are to:

- Provide an understanding of the relationship between the sport and media and how it has evolved
- Explore the role which different media-related disciplines, including PR, advertising and journalism, play in contemporary sport

- Examine the importance of the media to the business model of sport - and vice versa.
- Consider current issues and debates about sport and the media, including legal and ethical concerns, and discuss likely future developments.

**Programme Outcomes:**

A4ii, iii; B4ii, iii; C4i, iii; D4i, ii, iii *TBC*

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Registry and found at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

- Demonstrate a critical understanding of the relationship between the sport and media and how it has evolved
- Show a critical knowledge of the role which different media-related disciplines, including PR, advertising and journalism, play in contemporary sport
- Display a critical understanding of the importance of the media to the business model of sport - and vice versa.
- Demonstrate a sophisticated understanding of current issues and debates about sport and the media, including legal and ethical concerns, as well as likely future developments.

**Indicative Content:**

- The evolution of media coverage of sport
- The role of sport in the media – from sports journalism and live coverage to sport in an era of digital media
- The business relationship between the media and sport
- The role sport plays in marketing communications
- Sport PR
- Advertising and sport
- Sponsorship
- The role of celebrities in sport
- The media and different sports; international comparisons
- Current issues and future trends

**Assessment:**

This course conforms to the Richmond University Special Programme Assessment Norms for International Journalism and Media approved at Learning and Teaching Policy Committee found at: <https://www.richmond.ac.uk/policies/>

**Teaching Methodology:**

There would be a range of interactive lectures augmented with videos. Guest speakers from a variety of relevant backgrounds would cover a range of topics, and where possible there would be visits to relevant venues in London. Students will also present case studies and these will form a basis for class discussion. They will also present ideas for a media-related campaign in class.

**Indicative Text(s):**

Jackson, S and Andrews, D, *Sport, Advertising & Global Promotional Culture* (Routledge, 2019)

L'Etang, J, *Sports Public Relations* (Sage 2013)

Winfree, J et al, *Sports Finance and Management. Real Estate, Media and the New Business of Sport* (Taylor & Francis, 2018)

**Journals**

- Broadcast
- Campaign
- PR Week

**Web Sites**

- <https://www.bbc.co.uk/sport>
- <https://www.theguardian.com/uk/sport>

See syllabus for complete reading list

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
