

Bachelor of Sports Media (BSM20) Curriculum Map – Summary of Course Curriculum by Year

Year 1								
Subject Title	The Media Industry	Sport in Australia	Academic and Professional Communications	Sport Public Relations	Ethics and the Media	Elective 1	Introduction to Journalism and Research	Social Media
Subject Code	BSM109	BSM110	BHE101	BSM112	BSM113		BSM102	BSM103
Credit Points	6	6	6	6	6	6	6	6
EFTSL	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125
Core/elective	Core	Core	Core	Core	Core	Elective	Core	Core
Subject Objective	To understand the role of key media professionals in shaping news and exploring the structure and function of the media industry in Australia.	To review the history and importance of sport, and explore the structure and systems of sport in Australia.	To develop foundational research, writing and communication skills required for academic study and the professional workplace.	To examine the key concepts of, and develop skills in, public relations as they apply to the sporting industry.	To understand how media professionals in Australia deal with ethical, moral and legal considerations and obligations for themselves and the public.		To develop the fundamental skills required for journalism and an understanding of the structure and system of the Australian media industry	To introduce student to social media and its application and benefits for sporting organisations.
Learning Outcomes	<ol style="list-style-type: none"> Interpret the interdependency of media producers, presenters and audiences Interpret the role of the media, the nature of news and the concept of newsworthiness Investigate the current shape of media ownership in Australia and its consequences Evaluate the different types of media audiences Critique how audiences consume and react to different forms of media 	<ol style="list-style-type: none"> Investigate the impact of the history of sport in shaping Australia's national identity and the value of sport in Australian society. Apply the principles of the 'Sport for All' concept, including that all forms of activity should be available for all people of every age, gender, race, and level of ability. Demonstrate knowledge of the structure and delivery of sport in Australia. Examine the major issues confronting Australian sport, including issues relating to accessibility to sport of Aboriginal and Torres Strait Islander people. Apply the principles of corporate sport. 	<ol style="list-style-type: none"> Undertake research for academic and professional purposes. Access, interpret and critically evaluate varied academic and professional sources of information. Distinguish between and apply appropriate conventions to produce a range of academic and professional texts. Develop and articulate coherent written arguments and oral presentations. Plan, write and format different styles of academic and professional documents. 	<ol style="list-style-type: none"> Examine the relationship between public relations and sporting organisations. Explain the basic concepts and skills of public relations. Create a media release and supporting media kit. Integrate the variety of tools available for a public relations campaign. 	<ol style="list-style-type: none"> Demonstrate an understanding of the principles, concepts and evolution of ethics including an understanding of the difference between what is legal and what is ethical. Determine the powerful impact the media has in today's society and relate the implications, and relevance ethics has on the everyday operations of sport and the media Interpret the ethical issues surrounding social media Critically examine the dilemmas a sports person faces from an ethics perspective 	Elective to be chosen from the approved elective list below	<ol style="list-style-type: none"> Demonstrate an understanding of various newsroom structures and systems in Australian media platforms Display an ability to identify and generate newsworthy stories by developing and maintaining a wide range of story contacts Develop the key journalistic and research skills of interviewing Effectively utilise a variety of research methods Demonstrate an understanding of various methods for storing and organizing research data 	<ol style="list-style-type: none"> Examine the growth of online and digital media as a component of sport organisations' communications strategies Describe and demonstrate the creative and innovative possibilities of social media, including the appropriate skills and techniques for writing for social media Analyse and utilise various types of social media Examine and develop strategies used by organisations to maximise their social audience
Average weekly contact	3 hours	3 hours	3 hours	3 hours	3 hours		3 hours	3 hours
Average weekly independent learning	9 hours	9 hours	9 hours	9 hours	9 hours		9 hours	9 hours
TOTAL HOURS (Semester)	144 hours (12 hrs x 12 weeks)	144 hours (12 hrs x 12 weeks)	144 hours	144 hours (12 hrs x 12 weeks)	144 hours (12 hrs x 12 weeks)		144 hours (12 hrs x 12 weeks)	144 hours (12 hrs x 12 weeks)
Assessment	AT 1: Video Presentation and Report, 10 mins, 30% AT 2: Research Essay, 1,500 words, 30% AT 3: Presentation (group), 20 minutes, 40%	Task 1: Sports in Australia Personal Statement, 500 words, 10% Task 2: Group Presentation, 15 mins, 20% Task 3: Case Study Report, 1500 words, 30% Task 4: Grassroots Club Grant Application Document (Pairs), 1500 words, 40%	Task 1: Reflective ePortfolio, 1,500 words, 30% Task 2: Group research report, 2000 words, 20% Task 3: Research essay, 1,500 words, 30% Task 4: Group Presentation, 15 min presentation, 20%	Task 1: Media release, 1000 words equiv, 30% Task 2: Visual essay and summary presentation, 1000 words equiv. and 5 minutes presentation, 30% Task 3: Public Relations Campaign (group), and reflection piece, 40%	Task 1: Oral presentation/Pecha Kucha, 6 mins, 30% Task 2: Case study analysis report and debate (group), 20 mins + report 1500 words, 40% Task 3: Ethics Project, 1500 words, 30%		Task 1: Group presentation, 15 mins, 20% Task 2: Essay, 1500 words, 30% Task 3: Sport Issue Article, 2000 words, 50%	Task 1: Fortnightly Tests (X5), 1000 words (equiv), 20% Task 2: Social Media Strategy, 1500 (equiv), 35% Task 3: Applied Learning Portfolio, 1250 words (equiv), 20% Task 4: Applied Learning Review & Presentation, 25%
Co-/Pre-requisites	Nil	Nil	Nil	Nil	Nil		Nil	Nil

Year 2								
Subject Title	Digital Media Production	Sports Marketing	Journalism Writing Practice	Sports Broadcasting	Media and the Law	Sport Sponsorship	Sports Journalism	Advanced Digital Media Production
Subject Code	BSM216	BSM111	BSM213	BSM203	BSM211	BSM210	BSM209	BSM314
Credit Points	6	6	6	6	6	6	6	6
EFTSL	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125
Core/elective	Core	Core	Core	Core	Core	Core	Core	Core
Subject Objective	To introduce the skills and software required to create and distribute digital media relevant to the sports media industry.	To explore the concepts of marketing of sport, and marketing through sport, and to investigate the unique characteristics of the sports product and sports marketing, along with the sports consumer.	To further develop and hone news reporting and professional journalism writing capabilities in line with standard conventions, underpinned by identifying newsworthy stories and angles.	To analyse, develop and apply the key skills and knowledge of broadcast and audio media platforms	To examine the interaction between media and the law in Australia and understand the areas of law that impact on media professionals and the application of legal principles to practical issues	To develop the skills to value sponsorship assets and construct customised sponsorship proposals.	Guide students through the practical and theoretical requirements of sports journalism for research, interviewing, reporting and broadcasting from local levels through to national and international coverage.	To explore the principles and skills required for professional practice in media production in the sporting context, including broadcast media, online/streaming and content marketing.
Learning Outcomes	<ol style="list-style-type: none"> Investigate digital media technologies and their functions. Exhibit aptitude in producing media content appropriate for a range of digital media formats Demonstrate technical skills in compressing and encoding files for new media formats Explore how the production of digital media engages audiences, communicates key messages and builds brand loyalty in the sporting context. 	<ol style="list-style-type: none"> Identify characteristics and issues of sports marketing. Conduct market research. Develop sports marketing strategies based on market research and marketing position. Analyse contemporary sports marketing issues. Construct a comprehensive sports marketing plan for a sporting organisation. 	<ol style="list-style-type: none"> Demonstrate the ability to write a simple news story for media Demonstrate the basic skills of writing for digital media, including technical accuracy and adherence to style Communicate using succinct language to present multiple viewpoints in news writing with technical accuracy and readability Integrate the basic tools of professional writing, including the development of 'sidebar' and 'breakout' material Devise summary stories in short online breaking news format 	<ol style="list-style-type: none"> Investigate and critique the growth in sports broadcasting and explore the significance of this growth for the media, sport, culture and society. Develop a sports news bulletin appropriate for broadcast media Demonstrate effective interview and presentation skills for audio Operate relevant hard tools and software programs for the production of news and interview packages Produce audio packages in a timely and ethical manner 	<ol style="list-style-type: none"> Understand the structure of the Australian legal system and its institutions and debate how the Australian legal system is likely to evolve in response to environmental and social changes Identify the key requirements of contract formation and apply them to problems and scenarios Demonstrate an understanding of various components of Australian Law and the Australian legal system that relate to, and impact on the media industry. Critically analyse and debate, using current events, how specific areas of the law have been applied to media Debate the various legal issues surrounding the increasing influence of social media as they affect the media industry 	<ol style="list-style-type: none"> Understand the role the media plays in sport and sponsorship. Analyse contemporary sports sponsorship issues. Explain and apply the components of a sports sponsorship plan. Develop a sponsorship proposal based on principles of customisation and congruence. 	<ol style="list-style-type: none"> Understand the relationship between sports and media organisations from a journalism or news perspective. Compare and analyse different reporting regarding a sports issue Critique the growing prevalence of athletes, including retired athletes, in the media.. Explore the interdependency of elite sport and the media. Develop journalism skills through the creation of a folio of journalism pieces. 	<ol style="list-style-type: none"> Examine the growing need for professional media products across the sports industry and across delivery platforms. Explore professional production skills in both studio and field environments. Demonstrate advanced knowledge of the technical aspects of producing video, audio, text and still image media in a professional context. Deliver professional media products ready for dissemination.
Average weekly contact	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours
Average weekly independent learning	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours
TOTAL HOURS (Semester)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)
Assessment	AT 1: Video Research analysis, 10 min presentation, 1500 words equivalent, 30% AT 2: Digital Media Portfolio, 1,500 words, 30% AT 3: Digital Media Suite (group), + Report, 2000 words equivalent, 40%	Task 1: Consumer persona and sport marketing definition requirements, 600 words, 20% Task 2: Sports Marketing Pitch (group) 15 mins, 20% Task 3: Market Plan (individual) and Presentation (group), 2000 words and 15 mins, 60% Hurdle requirement: Students must achieve ≥ 37.5% of 75% in total for Assessments 2–3 combined.	Task 1: News stories, 2 x 500 words, 20% Task 2: Journalist profile + presentation, 1500 words + 10 mins, 40% Task 3: Writing folio, 2000 words, 40%	Task 1: Audio research piece, 1500 words, 30% Task 2: Audio news story, 5 min 1000 words equiv, 30% Task 3: Audio package (group), 15 min, (1000 words per student equiv), 40%	Task 1: Critical reflections portfolio, 2000 word, 40% Task 2: Team debate, 5 mins each, 20% Task 3: Examination, open book, 2 hours, 40%	AT 1: ePortfolio, 1,000 words, 25% AT 2: Presentation (oral), 10 mins, 10% AT 3: Brand equity model, 1000 words equivalent, 20% AT 4: Proposal and presentation (1500 words + 10 minutes), 45%	Task 1: Oral presentation (group), 20 mins, 30% Task 2: Essay, 2000 words, 30% Task 3: Journalism folio, 2000 words, 40%	Task 1: Digital Publication, 2,000 words equivalent, 30% AT 2: Narrative Podcast, 20 mins, 30% AT 3: Sports Documentary (group), 10 mins, 40%
Co-/Pre-requisites		Pre-requisite: BSM103 Social Media	Nil	Nil	Nil	Pre-requisite: BSM111 Sports Marketing	Pre-requisite: BSM102 Introduction to Journalism and Research	Pre-requisite: BSM216 Digital Media Production

Year 3							
Subject Title	Digital Sports Marketing	Transition to Professional Practice	Video Journalism	The Future of Sport	Sport Internship	Elective 2	Elective 3
Subject Code	BSPB306	BSM308	BSM312	BSPB307	BSPB310		
Credit Points	6	6	6	6	12	6	6
EFTSL	0.125	0.125	0.125	0.125	0.250	0.125	0.125
Core/elective	Core	Core	Core	Core	Core	Elective	Elective
Subject Objective	To examine existing and emerging marketing principles and practices in the online and digital space, and to develop the skills to create and execute a digital marketing strategy in the sports industry.	To facilitate a successful transition from student to intern by assisting students to draw upon knowledge from preceding subjects, to analyse their personal skill set relative to the internship opportunities, career opportunities and aspirations.	To analyse, develop and apply the key skills and knowledge of television and video news journalism.	To understand the rapid evolution of the sport industry and predict future opportunities and issues that will impact the sport industry and its relationship with fans and other stakeholders.	To apply industry knowledge and technical skills in the context of an internship, with the aim of enhancing employment readiness upon graduation.	Elective to be chosen from the approved elective list	Elective to be chosen from the approved elective list below
Learning Outcomes	<ol style="list-style-type: none"> Critically analyse the value of a website as a key piece of communications and marketing infrastructure. Analyse how sports and media organisations are using online and digital tools to market their products and services. Develop the ability to execute organic and paid marketing strategies across digital platforms. Examine influence and value in a variety of digital content forms. Create a digital marketing campaign for a sporting organisation. 	<ol style="list-style-type: none"> Analyse the requirements, issues and responsibilities of a career in the sports industry Analyse personal skills relative to sports industry opportunities Demonstrate knowledge and technical skills required for targeted placement organisation Identify, seek and secure an appropriate internship 	<ol style="list-style-type: none"> Demonstrate research skills in selection and information gathering to develop a video news report Develop and demonstrate a high level of communication and professional presentation skills Analyse the social and cultural significance of television and online video news platforms Establish good teamwork capabilities that would apply to a multi-media newsroom Demonstrate the technical skills required to develop television and video-based media and programs 	<ol style="list-style-type: none"> Assess the evolution of sport due to commercialisation, globalisation and professionalisation Evaluate advances in technology and innovations influencing sport at various levels. Contextualise current and future disruptors and innovations in sport, including those which challenge integrity and ethics, and explain their impact on sport structures and practices. Predict opportunities for innovation and entrepreneurialism in sport. Design innovative solutions to problems concerning the future of sport. 	<ol style="list-style-type: none"> Apply knowledge and technical skills to a sports organisation and a work setting via an internship. Review the output of their work processes and outcomes in their internship. Understand the value of industry and professional networks and the importance of self-reliance, lifelong learning and career progression. Communicate effectively in a professional workplace. Evaluate organisational culture and ethics, work practices, and the diversity of workplaces in relation to gender, sexuality, disability, race, colour, national and ethnic origin, descent and ethnic or ethno-religious practices. 		
Average weekly contact	3 hours	3 hours	3 hours	3 hours	240 hours across the semester (228 = 38 hrs x 6 weeks internship 12 hours = on-campus classes)		
Average weekly independent learning	9 hours	9 hours	9 hours	9 hours	48 hours across the semester (approximately)		
TOTAL HOURS (Semester)	144 hours (12 hrs x 12 weeks)	144 hours (12 hrs x 12 weeks)	144 hours (12 hrs x 12 weeks)	144 hours (12 hrs x 12 weeks)	288 hours		
Assessment	AT 1: Industry scenario response, 2x7 minutes responses via video presentation with script, 30% AT 2: Campaign Analysis and Presentation, 1,000 words + 10 mins, 30% AT 3: Digital Marketing Campaign (group), 3,000 words equivalent, 40%	Task 1: ePortfolio, 2,500 words, 50% Task 2: Internship Applications (minimum 3, 1,000 words), 25% Task 3: Internship recruitment interviews (minimum 2 interviews), 15 mins, 25%	Task 1: Interactive research essay, 2000 words equiv with images, interviews etc, 30% Task 2: Video news story, 5 min, 20% Task 3: Sports program (group), produce & host program, 30 min, 50%	AT 1: Mixed medium innovation project, 1500 words equiv, 20% AT 2: Case Study Report, 2,000 words, 30% AT 3: Sport Business Innovation Project (group), 2,000 words equivalent + 20 mins presentation, 50%	AT 1: ePortfolio, 5,000 words, 50% AT2: Internship Host Evaluations, 25% AT 3: Personal Evaluation and Showcase Presentation, 10 mins, 25% AT 4: Work placement/Internship, 228 hours, Hurdle Requirement		
Co-/Pre-requisites	Pre-requisite: BSM111 Sports Marketing	Nil	Nil	Nil	Prerequisite: BSM308 Transition to Professional Practice		

Curriculum Map (Sept 2025 v2.1)
Bachelor of Sports Media (BSM20)

Electives								
Subject Title	Sport Development and Coaching	Sport Financial Decision Making	Diversity and Inclusion in Sport	Strategic Sport Communications	Sport Athlete Management	Sport Venue and Event Management	Sport Event Tourism	Sport Management, People and Culture
Subject Code	BSPB107	BSPB108	BSPB109	BSM215	BSPB206	BSPB311	BSPB303	BSPB106
Credit Points	6	6	6	6	6	6	6	6
EFTSL	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125
Core/elective	Elective	Elective	Elective	Elective	Elective	Elective	Elective	Elective
Subject Objective	To gain an understanding of the general principles of junior sports coaching, modified sport, grassroots participation, volunteers, along with the fundamental importance of development and coaching in the community sporting landscape.	To understand the key aspects of sport finance and financial decision making as they apply to the sport business professional.	To introduce multiple interpretations of community participation in sport and consider different frameworks and models for working to support participation through individual support or community and systems change in sports organisations.	To examine, develop and apply the key concepts and skills of strategic communications and stakeholder management as they apply to the sporting industry.	To explore industrial relations adaptations and structures in professional sport with a specific focus on the functions, role and responsibilities of the professional athlete manager from a fiduciary perspective.	To explore management practices of major sports venues and events, their history and evolution and the context of their relationship with one another	To evaluate the relationships, operations and functions of the sport event tourism industry.	To introduce the practices and expectations of managing an organisation and its people in the contemporary work environment and the evolution of managing people and culture.
Learning Outcomes	<ol style="list-style-type: none"> Understand the fundamental practices and principles of junior sports coaching, including ethos supporting inclusion and diversity. Analyse the role of community junior sport coaches. Understand and develop knowledge and skills to modify community sport development programs to meet contemporary needs of participants. Analyse the role of volunteers in Australian sport. Examine volunteer human resource management principles as they relate to sport. 	<ol style="list-style-type: none"> Explain the concepts and issues related to accounting systems. Examine the structure, content and utility of the major financial statements within the context of financial and management accounting. Categorise costs to assist in decision making and construct operating and financial budgets. Analyse an organisation's results to determine adequacy of the results. Determine percentage adjustments to common commercial situations. 	<ol style="list-style-type: none"> Describe and explain the implications of historical social and cultural perspectives on sport participation. Understand and demonstrate how Australian anti-discrimination laws impact gender, sexuality, disability, race, colour, national and ethnic origin, descent, ethnic or ethno-religious practices in sport. Differentiate between legal and ethical rights of individuals and responsibilities and compliance with social norms, and sport organisation policies and procedures. Recognise and develop solutions for overcoming unfair practices in sport due to racial prejudices, stereotypes, biases and a lack of cultural awareness. Create mutually beneficial sports experiences through inclusive communication strategies and pro-active behaviors. 	<ol style="list-style-type: none"> Evaluate a sporting organisation's strategic public relations needs and opportunities, including the relationship with stakeholders. Scrutinise the principles and concepts behind the structure, format, delivery and measurement of a strategic communications plan in a given environment. Make recommendations on the various ways different bodies can organise their public relations and communications activities within their structures. Construct a communications strategy incorporating a range of public relations tools. 	<ol style="list-style-type: none"> Evaluate the purpose of industrial relations in professional sport. Examine the principles and practices of the athlete manager. Compare key functions and practices of the athletic manager. Explain the role of an athlete manager from a fiduciary and marketing perspective. Create a commercial athlete management strategy. 	<ol style="list-style-type: none"> Demonstrate the process of organising major events. Develop the management practices of major sports venues. Evaluate the management performance of major sports venues. Explore contemporary sports facilities and sport event issues. Create a sports event bid proposal. 	<ol style="list-style-type: none"> Evaluate the relationship between sport, events and tourism. Assess the effects and impacts of sport event tourism on the economy. Appraise the functions, operations and interactions of key sectors in the sport, events and tourism industries. Assess the feasibility of different tourism destinations' ability to host a sport event. Create a sport event tourism plan and package. 	<ol style="list-style-type: none"> Distinguish the core components of management in a sport and recreation setting. Evaluate examples of leadership, planning and strategy and their application to sport and recreation organisations. Discuss the evidence of approaches to traditional and evolving Human Resource Management or organisational structure, organisational culture, staffing, recruitment, development and retention. Establish the principles of good performance management, including frameworks to support inclusion and diversity practices in Australia and internationally.
Average weekly contact	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours
Average weekly independent learning	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours
TOTAL HOURS (Semester)	144 hours (12hrs x 12 weeks)	144 hours (12hrs x 12 weeks)	144 hours (12hrs x 12 weeks)	144 hours (12hrs x 12 weeks)	144 hours (12hrs x 12 weeks)	144 hours (12hrs x 12 weeks)	144 hours (12hrs x 12 weeks)	144 hours (12hrs x 12 weeks)
Assessment	Task 1: Community Coach Presentation, 1000 words, 25% Task 2: VHRM Report, 1750 words, 35% Task 3: Prepare a Community Sport Development Day (group), 2,000 words equivalent, 40%	Task 1: Statistics Report, 750 words, 15% Task 2: Departmental expense budget, 20% Task 3: Financial ratio & analysis report (group), 1,000 words, 25% Task 4: Exam, 2 hours, 40%	Task 1: ePortfolio, 1,500 words, 30% Task 2: Research Report (3 parts), 1,500 words equivalent, 40% Task 3: Communications Strategy Presentation (group), 15 mins, 30%	Task 1: Presentation, 10 mins, 30% Task 2: Crisis Management PR plan and simulated Press Conference (group), 1,500 equivalent per student + 10 mins presentation, 40% Task 3: Community Relations Strategy, 1,500-word equivalent, 30%	Task 1: Industry scenario response, 7-10 min presentation with script, 20% Task 2: Critical Analysis Report, 1,500 words, 30% Task 3: Athlete Partner Proposal (group), 3,000 words equivalent + 20 mins presentation, 50%	Task 1: Critical analysis folio, 1500 words, 30% Task 2: Stadium management report, 1500 words, 30% Task 3: Bid proposal (group), 3000 words 40%	Task 1: Sport Event Tourism Event Pitch, 1500 words equiv., 30% Task 2: Case study, 1500 words, 30% Task 3: Sport event tourism proposal & presentation (group), 2000 words + 10 min, 40%	Task 1: Sport Leadership Comparative Analysis Presentation (15 mins), 30% Task 2: Strategic Management Essay, 1,000 words, 30% Task 3: Human Resource Management Simulation and Report (group), 15 mins + 1,000 words, 40%
Co-/Pre-requisites	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil

Electives								
Subject Title	Media for Sports Events	Advanced Sports Broadcasting	Advanced Journalism Practice	Sport Leadership and Strategy	Contract and Sports Law	Sport Data and Decision Making	Managing High Performance Sport	Broadcasting Practicum
Subject Code	BSM311	BSM303	BSM309	BSPB309	BSPB202	BSPB204	BSPB205	BSM315
Credit Points	6	6	6	6	6	6	6	6
EFTSL	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125
Core/elective	Elective	Elective	Elective	Elective	Elective	Elective	Elective	Elective
Subject Objective	To explore and develop the skills and practices required to effectively plan for, market, promote and cover a sport event.	To analyse the key concepts and develop and apply the skills of sports broadcasting with a particular focus on the art of commentary	Develop and refine the skills required to perform the journalism profession on a daily basis, including long-form writing, investigative reporting, press conference coverage, and live match reporting	To understand the importance of robust leadership and governance structures and systems for sports organisations and develop the capacity for strategic thinking in the sports industry.	To understand the key aspects of contract and sports law as they apply to the sport business professional.	To review and analyse data use in sport (both on and off the field) and understand how data is presented and used strategically to influence decisions with evidence.	An explore the management, processes and strategies required to deliver successful outcomes to athletes, teams and organisations in high performance sport.	To create, manage, service and produce a digital sports publishing platform for sports broadcasting.
Learning Outcomes	<ol style="list-style-type: none"> 1. Adopt an appropriate writing style to cover a societal, cultural or political issue of a sporting event. 2. Identify and research an off-field issue of a sporting event. 3. Develop the ability to undertake the practical aspects of covering sports events via the utilisation of contemporary media tools 4. Create a media strategy for a sports event 	<ol style="list-style-type: none"> 1. Plan and produce a commentary package suitable for television and radio (or visual and audio streaming) 2. Produce and manage a digital blog for a live sport event 3. Analyse and evaluate the different styles of sports commentary across different mediums, sectors and countries and the different roles of a sports commentary team 4. Evaluate the economic and commercial relationship between sports broadcasters and the sports they cover 5. Demonstrate the ability to commentate a live sport event 	<ol style="list-style-type: none"> 1. Critique the history and role of investigative journalism 2. Develop the skills to produce breaking news stories relative to deadlines pressures 3. Analyse current news issue 4. Develop advanced journalism research and interview skills 	<ol style="list-style-type: none"> 1. Examine contemporary issues and challenges confronting sport organisations and sport managers. 2. Examine governance in key Australian sports organisations. 3. Analyse the Australian Sports Commission governance principles. 4. Understand the concepts of strategic management. 5. Apply the frameworks of strategic analysis, strategy formation and implementation in the development of a strategic plan for a sports organisation. 	<ol style="list-style-type: none"> 1. Identify the key requirements of contract formation. 2. Demonstrate how contract formation principles operate when considering problems and scenarios. 3. Identify and explain legal issues arising in the context of sport. 4. Determine the outcomes of sports related scenarios using relevant laws and regulatory frameworks. 	<ol style="list-style-type: none"> 1. Explain the history of sport analytics and sources of data in sport 2. Distinguish between different data and metrics in order to make better decisions 3. Evaluate the use of data at all levels of sport to make evidence-based decisions 4. Utilise data to tell sports stories through numbers, data visualisation and customer relationship management 	<ol style="list-style-type: none"> 1. Demonstrate an understanding of the structure of high-performance sport in Australia. 2. Acquire knowledge regarding the management, organisation and coordination of high-performance sports programs. 3. Develop insight into holistic collaboration and communication methods with key stakeholders and best ways to adapt to working in diverse teams 4. Demonstrate an understanding of technical and non-technical skills relevant in high-performance sport. 5. Acquire knowledge regarding evidence-based practices that drive high-performance sport outcomes. 	<ol style="list-style-type: none"> 1. Compose professional broadcast content that adheres to industry guidelines and procedures 2. Create broadcast content suitable for a variety of media platforms 3. Contribute to editorial planning, story pitching, and content scheduling across a range of digital platforms 4. Prepare media content for dissemination across a range of distribution platforms 5. Interpret media analytics outputs to evaluate key performance indicators.
Average weekly contact	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	4 hours
Average weekly independent learning	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	8 hours
TOTAL HOURS (Semester)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)
Assessment	Task 1: Feature Research Article, 1,500 words, 30% Task 2: Sport Event Media and Communications Strategy (group project), 2,000 words equivalent, 30% Task 3: Mobile Journalist Sport Event Coverage (group), 2,000 words equivalent, 40%	Task 1: Live blog, 500 word (equiv), 10% Task 2: Broadcasting industry scenario, 2000 words equiv., 30% Task 3: Video match preview (group), 10 mins, 30% Task 4: Audio commentary package (group), 20 mins, 30%	Task 1: Long form sports story, 2000 words, 30% Task 2: Essay, 2000 words, 30% Task 3: Press conference report, 600 words, 20% Task 4: Match report, 600 words, 20%	Task 1: Essay, 1,000 words, 20% Task 2: Sport Governance Report, 1,500 words, 30% Task 3: Strategic Plan (group), 3,000 words equivalent, 50%	Task 1: Presentation & Short Essay, 600 words + 10 mins, 20% Task 2: Critical Reflection Portfolio, 2,000 words, 40% Task 3: Exam, 2 hours, open book, 40%	Task 1: Problem based project report 1500 words equivalent, 30% Task 2: Data in Sport Report and Presentation, 1,000 words + 15 mins, 30% Task 3: Research Report – Business Intelligence, 1,500 words, 40%	Task 1: Portfolio, 1,800 words, 30% Task 2: Report, 1,500 words, 30% Task 3: Group Project (2,000 words + video), 40%	Task 1: Broadcast Strategy (group), 1,000 words (equiv), 20% Task 2: Broadcast Portfolio (group), 2,500 words, 50% Task 3: Analytics Report and KPIs 20% Task 4: Peer Review, 500 words, 10%
Co-/Pre-requisites	Nil	Prerequisite: BSM203 Sports Broadcasting	Prerequisite: BSM209 Sports Journalism	Nil	Nil	Nil	Nil	Prerequisites: BSM103 Social Media BSM216 Digital Media Production